

## BAB IV

### PENUTUP

#### A. KESIMPULAN

Berdasarkan penelitian yang berbasis pada perhitungan *superiority direction* dan *superiority magnitude*, serta sesuai dengan tujuan penelitian ini untuk mengetahui tingkat kepuasan biro iklan anggota Persatuan Perusahaan Periklanan Indonesia terhadap surat kabar lokal di Yogyakarta, maka dapat disimpulkan sebagai berikut:

1. Berdasarkan hasil dari uji *mean* dimana skor *mean Gratification Sought* dibandingkan dengan skor *mean Gratification Obtained*, menyatakan bahwa biro iklan belum merasakan kepuasan terhadap layanan jasa surat kabar lokal di Yogyakarta, ditunjukkan dengan skor *mean Gratification Sought* > *Gratification Obtained*.
2. Berdasar pada hasil uji mean kepuasan yang dirasakan oleh biro iklan hanya terdapat pada dimensi reliabilitas pada surat kabar Kedaulatan Rakyat karena skor *mean Gratification Sought* = *Gratification Obtained*.
3. Pada hasil uji *mean* tampak bahwa skor *mean Gratification Sought* > *Gratification Obtained*, namun melalui uji mean secara statistik menggunakan uji paired sample t-test terdapat perbedaan yang tidak signifikan untuk dimensi reliabilitas pada Kedaulatan Rakyat dan Kompas Jogja, dimensi jaminan pada Kedaulatan Rakyat dan Kompas

Jogja, dimensi empati pada Kedaulatan Rakyat dan dimensi bukti fisik pada Kompas Jogja, sehingga hasilnya dianggap tetap memuaskan atau memiliki nilai kesenjangan kepuasan yang dianggap masih wajar.

4. Berdasar pada perhitungan *superiority direction* total dimensi disimpulkan bahwa:

a) Kedaulatan Rakyat

Kompetisi pada Kedaulatan Rakyat hanya terjadi pada saat Kedaulatan Rakyat berhadapan dengan Kompas Jogja.

b) Radar Jogja

Kompetisi tertinggi Radar Jogja terjadi pada saat Radar Jogja berhadapan dengan Bernas Jogja, dan kompetisi terendah ketika Radar Jogja berhadapan dengan Kompas Jogja dan Harian Jogja.

c) Bernas Jogja

Kompetisi tertinggi Bernas Jogja terjadi saat Bernas Jogja berhadapan dengan Radar Jogja dan kompetisi terendah terjadi pada saat Bernas Jogja berhadapan dengan Harian Jogja.

d) Kompas Jogja

Kompetisi tertinggi Kompas Jogja terjadi saat berhadapan dengan Radar Jogja, sedangkan kompetisi terendah Kompas Jogja, ketika Kompas Jogja berhadapan dengan Kedaulatan Rakyat.

e) Harian Jogja

Kompetisi tertinggi Harian Jogja terjadi saat berhadapan dengan Bernas Jogja dan kompetisi terendah terjadi pada saat Harian Jogja berhadapan dengan Radar Jogja.

5. Berdasar pada perhitungan *superiority magnitude* pada masing-masing dimensi, dapat disimpulkan bahwa tingkat superioritas surat kabar lokal berdasarkan kepuasan terbesar yang dirasakan oleh biro iklan dideskripsikan melalui peringkat pada setiap dimensinya adalah sebagai berikut:

a. Dimensi Reliabilitas

1. Kompas Jogja
2. Kedaulatan Rakyat
3. Harian Jogja
4. Bernas Jogja
5. Radar Jogja

b. Dimensi Daya Tanggap

1. Bernas = Harian Jogja (nilainya SM-nya sama)
2. Kompas Jogja
3. Kedaulatan Rakyat
4. Radar Jogja

c. Dimensi Jaminan

1. Harian Jogja
2. Bernas Jogja

3. Kompas Jogja
4. Kedaulatan Rakyat
5. Radar Jogja

d. Dimensi Empati

1. Kedaulatan Rakyat
2. Harian Jogja
3. Kompas Jogja
4. Radar Jogja
5. Bernas Jogja

e. Dimensi Bukti Fisik

1. Radar Jogja
2. Kompas Jogja
3. Kedaulatan Rakyat
4. Harian Jogja
5. Bernas Jogja

6. Berdasarkan perhitungan *superiority magnitude* dapat disimpulkan bahwa tingkat superioritas surat kabar lokal berdasarkan kepuasan terbesar yang dirasakan biro iklan adalah sebagai berikut:

1. Harian Jogja
2. Kompas Jogja
3. Bernas Jogja
4. Kedaulatan Rakyat
5. Radar Jogja

Selama proses penelitian dari awal hingga akhir, dapat disimpulkan bahwa penelitian ini memiliki kelemahan dan keterbatasan. Kelemahan ditinjau dari aspek penelitian dan keterbatasan ditinjau dari aspek metodologi. Hal tersebut dapat dilihat pada penjelasan sebagai berikut:

- 1) Konsep ekologi media yang berisi bahwa sumber penunjang hidup media terdiri dari *capital*, *content* dan *audience*. Penelitian ini melihat kompetisi media surat kabar berdasarkan segi *capital* (iklan), hal ini menjadikan kelemahan dari penelitian karena tidak memperhitungkan sumber penunjang hidup media yang lainnya, dimana sumber penunjang hidup tersebut dapat berpengaruh terhadap kompetisi pada surat kabar lokal tersebut.
- 2) Teori *Uses and Gratification*, teori ini mempunyai konsep khalayak (*audience*) yang secara aktif mengonsumsi sebuah media massa. Penelitian ini mengadaptasi teori tersebut, dan memposisikan biro iklan sebagai audiens yang mengonsumsi media, baik melalui pengorbanan (membayar dengan uang) maupun gratis. Hal ini disebabkan, belum adanya teori yang digunakan untuk menganalisa kepuasan biro iklan dalam mengonsumsi media massa sebagai media beriklannya. Ini dilakukan agar terjadi kesinambungan dalam menganalisa kompetisi media, seperti konsep *competitive superiority* yang dikemukakan John Dimmick.
- 3) Bagian definisi operasional untuk dimensi *gratification sought* dan *gratification obtained*, sebagai penelitian yang ingin mengetahui kepuasan biro iklan terhadap media, sumber acuannya belum banyak, sehingga

penelitian ini mengadaptasi konsep kepuasan pelanggan pada layanan jasa pada perusahaan yang bergerak di bidang jasa.

- 4) Proses pelaksanaan penelitian di lapangan sering ditemui kendala, diantaranya adalah pendistribusian kuesioner pada biro iklan, sering ditemui kesulitan pada bagian birokrasi dari biro iklan itu sendiri. Kuesioner yang telah didistribusikan pada biro iklan, sebagian besar dari kuesioner kembali kepada peneliti setelah dua minggu hingga satu bulan dan *media planner* dari sebuah biro iklan menjadi responden dalam penelitian ini, namun tidak semua biro iklan memiliki divisi media, khususnya posisi *media planner*, hal ini tergantung pada besar kecilnya perusahaan iklan tersebut. Selain itu, beberapa biro iklan menolak untuk menerima kuesioner karena merasa tidak memiliki *media planner*, maka peneliti harus mencari divisi lain di biro iklan tersebut yang dianggap laik sebagai *media planner* untuk mewakili sebagai responden.
- 5) Kesulitan dalam penentuan responden, jumlah biro iklan di Yogyakarta tidak diketahui secara pasti karena belum ada wadah bagi biro iklan selain PPPI. Pada penelitian ini, respondennya adalah *media planner* dalam sebuah biro iklan, tidak semua biro iklan yang ada di Yogyakarta merupakan anggota PPPI, sehingga jumlah respondennya hanya *media planner* dalam biro iklan anggota PPPI PengDa DIY.
- 6) Penelitian ini melihat kompetisi media massa yang sama yaitu surat kabar lokal, sehingga surat kabar lain dengan skala nasional yang masuk pada suatu wilayah, Yogyakarta pada khususnya tidak menjadi pertimbangan

untuk dijadikan subyek penelitian. Keterbatasan lain dari penelitian model ini tidak melihat kompetisi antar media, seperti perbandingan kepuasan antara televisi, radio, surat kabar, internet dalam satu penelitian.

## B. SARAN

### 1. Saran Akademis

- a) Penelitian mengenai kompetisi media dengan menggunakan konsep ekologi media, disarankan untuk menggunakan ketiga sumber penunjang kehidupan media, yaitu *content*, *capital* dan *audience*.
- b) Penelitian selanjutnya, disarankan untuk melakukan penelitian mengenai kompetisi antar media, dengan memperbandingkan antar media. Contohnya, media televisi, radio, internet dan surat kabar secara bersamaan.

### 2. Saran Praktis

Penelitian ini menunjukkan bahwa biro iklan belum merasa puas dengan layanan jasa surat kabar lokal di Yogyakarta, hal ini terbukti dari nilai *mean gratification obtained* yang bernilai negatif, walaupun demikian karena terdapat perbedaan yang tidak signifikan, maka dapat dikatakan bahwa kesenjangan kepuasan tersebut masih ideal atau tidak terjadi kesenjangan kepuasan. Dengan demikian, *marketing* dari setiap surat kabar, dapat membenahi dan meningkatkan kualitas layanan jasanya, pada dimensi yang belum memuaskan biro iklan anggota PPPI DIY, dan

mempertahankan dimensi yang menjadi keunggulan dari masing-masing surat kabar. Hal ini dapat disimpulkan sebagai berikut:

a. Kedaulatan Rakyat

Walaupun menurut perhitungan *superiority magnitude*, Kedaulatan Rakyat tidak menempati posisi superior pada semua dimensi, namun berdasar pada uji paired t-test Kedaulatan Rakyat dapat memuaskan biro iklan pada dimensi reliabilitas, jaminan dan empati. Sehingga, kelemahan bagi Kedaulatan Rakyat terdapat pada dimensi daya tanggap dan bukti fisik.

b. Radar Jogja

Posisi superior Radar Jogja terdapat pada dimensi bukti fisik, namun berdasarkan uji paired-t test, Radar Jogja belum mampu memberikan kepuasan kepada biro iklan, pada semua dimensi. Perlu adanya peningkatan kualitas jasa pada surat kabar Radar Jogja, di semua dimensi.

c. Bernas Jogja

Posisi superior diduduki oleh Bernas Jogja pada dimensi daya tanggap, namun berdasar pada uji paired-t test, Bernas Jogja belum dapat memberikan kepuasan kepada biro iklan. Oleh karena itu, peningkatan kualitas jasa pada Bernas Jogja, perlu ditingkatkan pada semua dimensi.



#### d. Kompas Jogja

Meskipun Kompas Jogja tidak menduduki posisi superior pada semua dimensi, namun berdasar pada uji paired t-test, Kompas Jogja mampu memuaskan biro iklan pada dimensi reliabilitas, jaminan, dan bukti fisik. Sehingga, dapat dikatakan bahwa Kompas Jogja memiliki keunggulan pada ketiga dimensi tersebut di atas. Sedangkan kelemahan kualitas jasa Kompas Jogja terdapat pada dimensi daya tanggap dan empati.

#### e. Harian Jogja

Posisi superior juga diduduki oleh Harian Jogja pada dimensi daya tanggap, namun berdasar pada uji paired-t test, Harian Jogja belum dapat memberikan kepuasan kepada biro iklan. Oleh karena itu, peningkatan kualitas jasa pada Harian Jogja, perlu ditingkatkan pada semua dimensi, untuk dapat bersaing dengan surat kabar lokal lainnya.

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diakses 3 Desember 2010



## KUESIONER

Dengan hormat, saya mahasiswa Universitas Atma Jaya Yogyakarta atas nama ;

Nama : L. Juni Andi Prasetya

NIM : 050902720

Program Studi : Ilmu Komunikasi

Bermaksud untuk melakukan penelitian dan memohon kesediaan Bapak/Ibu/Saudara untuk mengisi kuesioner yang akan dipergunakan untuk penelitian skripsi dengan judul “Kompetisi Surat Kabar Lokal Berdasarkan tingkat Kepuasan Biro Iklan pada Layanan Jasa Media Surat Kabar”. Data yang didapatkan dari kuesioner ini tidak akan dipublikasikan dan tujuan penelitian ini hanya untuk kepentingan perkembangan penelitian akademis.

Atas kesediaan Bapak/Ibu/Saudara untuk mengisi kuesioner ini, penulis ucapkan terima kasih.

Lembaran berikut adalah kuesioner pengukuran Kepuasan yang Dicari (*Gratification Sought*) dan Kepuasan yang Diperoleh (*Gratification Obtained*) dalam menggunakan surat kabar sebagai media beriklan.

### Petunjuk Pengisian:

Kuesioner **GRATIFICATION SOUGHT** terdiri atas 20 pernyataan. Masing-masing pernyataan mengindikasikan kepentingan biro iklan terhadap perusahaan media cetak atau surat kabar. Setiap pernyataan memiliki skala pengukuran berupa:

**SP** = Sangat Penting

**P** = Penting

**TP** = Tidak Penting

**STP** = Sangat Tidak Penting

Pilih SP jika menurut Anda Sangat Penting dengan pernyataan tersebut, pilih P jika menurut Anda Penting dengan pernyataan tersebut, pilih TP jika menurut Anda Tidak Penting dengan pernyataan tersebut, atau pilih STP jika menurut Anda Sangat Tidak Penting dengan pernyataan tersebut.

Contoh:

Pertanyaan:

**Alasan atau kepentingan saya menggunakan jasa surat kabar di Yogyakarta sebagai media beriklan adalah?**

NO	PERNYATAAN	SP	P	TP	STP
1.	Perusahaan media menyampaikan informasi jasanya dengan jelas.	√			

Artinya:

Kemampuan perusahaan media dalam menyampaikan informasi jasanya dengan jelas merupakan faktor yang sangat penting bagi saya (biro iklan) untuk menggunakannya sebagai media beriklan.

### **GRATIFICATION SOUGHT**

Pertanyaan:

**Alasan atau kepentingan saya menggunakan jasa surat kabar di Yogyakarta sebagai media beriklan adalah?**

<b>A.</b>	<b>Reliabilitas (<i>Reliability</i>)</b>				
NO	PERNYATAAN	SP	P	TP	STP
1.	Perusahaan media menyampaikan informasi jasanya dengan jelas.				
2.	Perusahaan media mengatur jadwal tayang iklan sesuai dengan waktu yang disepakati.				
3.	Perusahaan media mempunyai jangkauan yang luas.				
<b>B.</b>	<b>Daya Tanggap (<i>Responsiveness</i>)</b>				
4.	Perusahaan media menanggapi kebutuhan biro iklan dengan cepat.				
5.	Perusahaan media mengirimkan bukti tayang iklan tepat waktu.				
6.	Perusahaan media mengirimkan <i>invoice</i> tepat waktu.				
7.	Perusahaan media melakukan konfirmasi pada biro iklan terkait dengan masalah pemasangan iklan.				

<b>C.</b>	<b>Jaminan (<i>Assurance</i>)</b>				
8.	Perilaku karyawan perusahaan media mampu menumbuhkan rasa kepercayaan biro iklan terhadap kredibilitas perusahaan media.				
9.	Karyawan perusahaan media menguasai pengetahuan dalam menangani kepentingan biro iklan.				
10.	Karyawan perusahaan media menguasai keterampilan yang memadai sesuai dengan kepentingan biro iklan.				
11.	Perusahaan media memiliki oplah yang relatif tinggi.				
<b>D</b>	<b>Empati (<i>Emphaty</i>)</b>				
12.	Perusahaan media memberikan diskon pemasangan iklan untuk biro iklan.				
13.	Perusahaan media mempunyai kesesuaian antara jasa dengan biaya jasa (perhitungan CPM)				
14.	Perusahaan media memberikan perhatian personal kepada biro iklan.				
15.	Perusahaan media memiliki kemudahan akses melalui telepon atau fax.				
16.	Perusahaan media memiliki kemudahan akses melalui e-mail.				
17.	Perusahaan media memiliki kemudahan akses melalui web.				
18.	Perusahaan media memiliki lokasi yang mudah dijangkau.				
<b>E</b>	<b>Bukti Fisik (<i>Tangibles</i>)</b>				
19.	Perusahaan media menghasilkan cetakan ( <i>print out</i> ) yang berkualitas tinggi.				
20.	Perusahaan media memiliki perlengkapan (kertas, tinta warna) yang berkualitas tinggi.				



Petunjuk Pengisian:

Kuesioner **GRATIFICATION OBTAINED** terdiri atas 20 pernyataan. Masing-masing pernyataan mengindikasikan tingkat kepuasan yang diperoleh biro iklan terhadap media cetak yang tertera di tabel. Indikator kepuasan terdiri atas :

**SM** = Sangat Memuaskan

**M** = Memuaskan

**TM** = Tidak Memuaskan

**STM** = Sangat Tidak Memuaskan

Pilih SM jika surat kabar tersebut Sangat Memuaskan, pilih M jika surat kabar tersebut Memuaskan, pilih TM jika surat kabar tersebut Tidak Memuaskan, dan pilih STM jika surat kabar tersebut Sangat Tidak Memuaskan.

Contoh:

NO	PERNYATAAN	SM	M	TM	STM
1.	Perusahaan media menyampaikan informasi jasanya dengan jelas.				
	a. Koran A	√			
	b. Koran B		√		
	c. Koran C				√
	d. Koran D			√	
	e. Koran E		√		

**GRATIFICATION OBTAINED**

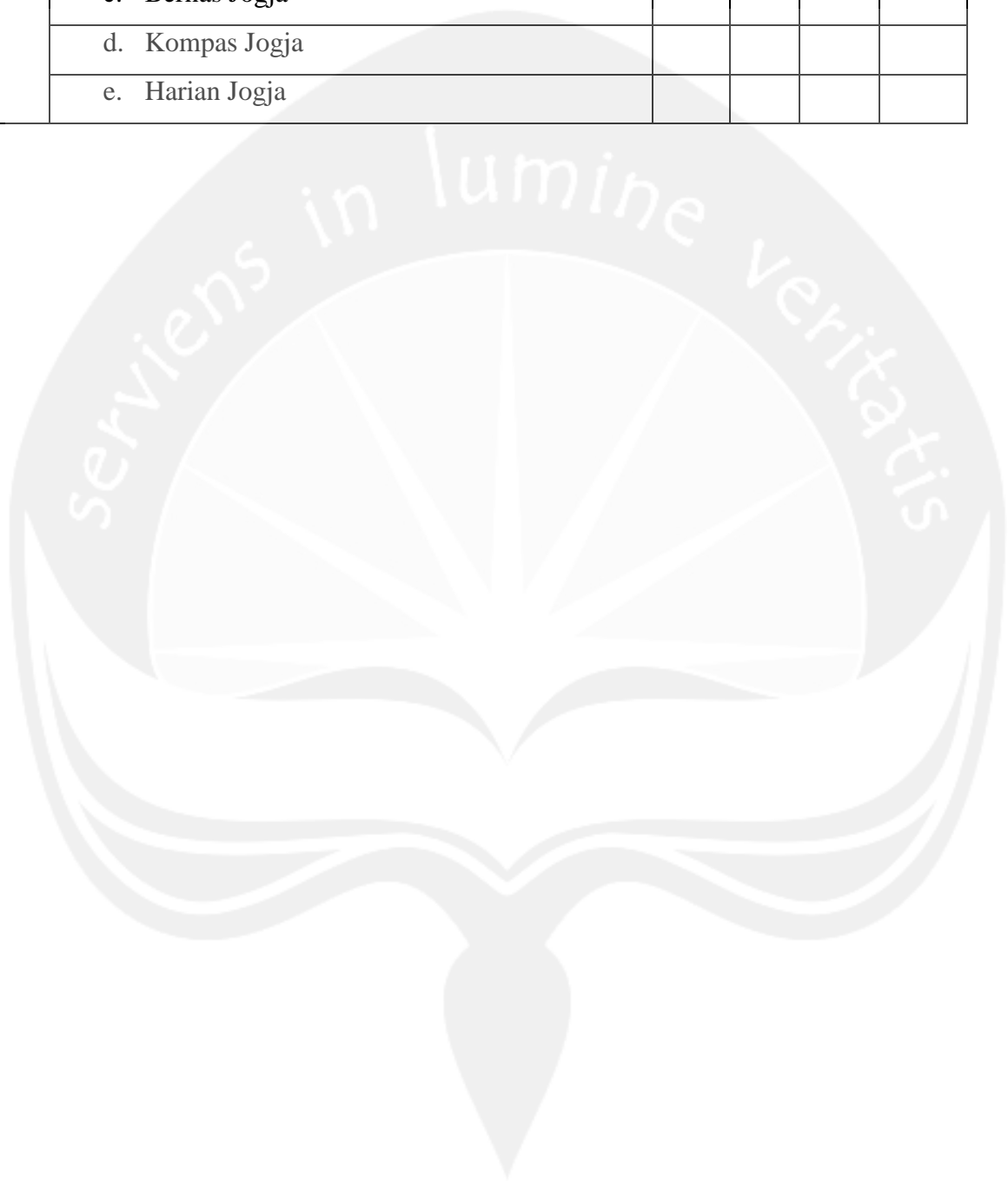
NO	PERNYATAAN	SM	M	TM	STM
1.	Perusahaan media menyampaikan informasi jasanya dengan jelas.				
	a. Kedaulatan Rakyat				
	b. Radar Jogja				
	c. Bernas Jogja				
	d. Kompas Jogja				
	e. Harian Jogja				
2.	Perusahaan media mengatur jadwal tayang iklan sesuai dengan waktu yang disepakati.				
	a. Kedaulatan Rakyat				
	b. Radar Jogja				
	c. Bernas Jogja				
	d. Kompas Jogja				
	e. Harian Jogja				
3.	Perusahaan media mempunyai jangkauan yang luas.				
	a. Kedaulatan Rakyat				
	b. Radar Jogja				
	c. Bernas Jogja				
	d. Kompas Jogja				
	e. Harian Jogja				
4.	Perusahaan media menanggapi kebutuhan biro iklan dengan cepat.				
	a. Kedaulatan Rakyat				
	b. Radar Jogja				
	c. Bernas Jogja				
	d. Kompas Jogja				
	e. Harian Jogja				
5.	Perusahaan media mengirimkan bukti tayang iklan tepat waktu.				
	a. Kedaulatan Rakyat				
	b. Radar Jogja				

	c. Bernas Jogja				
	d. Kompas Jogja				
	e. Harian Jogja				
6	Perusahaan media mengirimkan <i>invoice</i> tepat waktu.				
	a. Kedaulatan Rakyat				
	b. Radar Jogja				
	c. Bernas Jogja				
	d. Kompas Jogja				
	e. Harian Jogja				
7.	Perusahaan media melakukan konfirmasi pada biro iklan terkait dengan masalah pemasangan iklan.				
	a. Kedaulatan Rakyat				
	b. Radar Jogja				
	c. Bernas Jogja				
	d. Kompas Jogja				
	e. Harian Jogja				
8.	Perilaku karyawan perusahaan media mampu menumbuhkan rasa kepercayaan biro iklan terhadap kredibilitas perusahaan media.				
	a. Kedaulatan Rakyat				
	b. Radar Jogja				
	c. Bernas Jogja				
	d. Kompas Jogja				
	e. Harian Jogja				
9.	Karyawan perusahaan media menguasai pengetahuan dalam menangani kepentingan biro iklan.				
	a. Kedaulatan Rakyat				
	b. Radar Jogja				
	c. Bernas Jogja				
	d. Kompas Jogja				
	e. Harian Jogja				
10	Karyawan perusahaan media menguasai keterampilan yang memadai sesuai dengan kepentingan biro iklan.				

	a. Kedaulatan Rakyat				
	b. Radar Jogja				
	c. Bernas Jogja				
	d. Kompas Jogja				
	e. Harian Jogja				
11.	Perusahaan media memiliki oplah yang relatif tinggi.				
	a. Kedaulatan Rakyat				
	b. Radar Jogja				
	c. Bernas Jogja				
	d. Kompas Jogja				
	e. Harian Jogja				
12.	Perusahaan media memberikan diskon pemasangan iklan untuk biro iklan.				
	a. Kedaulatan Rakyat				
	b. Radar Jogja				
	c. Bernas Jogja				
	d. Kompas Jogja				
	e. Harian Jogja				
13.	Perusahaan media mempunyai kesesuaian antara jasa dengan biaya jasa (perhitungan CPM)				
	a. Kedaulatan Rakyat				
	b. Radar Jogja				
	c. Bernas Jogja				
	d. Kompas Jogja				
	e. Harian Jogja				
14.	Perusahaan media memberikan perhatian personal kepada biro iklan.				
	a. Kedaulatan Rakyat				
	b. Radar Jogja				
	c. Bernas Jogja				
	d. Kompas Jogja				
	e. Harian Jogja				

15.	Perusahaan media memiliki kemudahan akses melalui telepon atau fax.				
	a. Kedaulatan Rakyat				
	b. Radar Jogja				
	c. Bernas Jogja				
	d. Kompas Jogja				
	e. Harian Jogja				
16.	Perusahaan media memiliki kemudahan akses melalui e-mail.				
	a. Kedaulatan Rakyat				
	b. Radar Jogja				
	c. Bernas Jogja				
	d. Kompas Jogja				
	e. Harian Jogja				
17.	Perusahaan media memiliki kemudahan akses melalui web.				
	a. Kedaulatan Rakyat				
	b. Radar Jogja				
	c. Bernas Jogja				
	d. Kompas Jogja				
	e. Harian Jogja				
18.	Perusahaan media memiliki lokasi yang mudah dijangkau.				
	a. Kedaulatan Rakyat				
	b. Radar Jogja				
	c. Bernas Jogja				
	d. Kompas Jogja				
	e. Harian Jogja				
19.	Perusahaan media menghasilkan cetakan ( <i>print out</i> ) yang berkualitas tinggi.				
	a. Kedaulatan Rakyat				
	b. Radar Jogja				
	c. Bernas Jogja				
	d. Kompas Jogja				
	e. Harian Jogja				

20.	Perusahaan media memiliki perlengkapan (kertas, tinta warna) yang berkualitas tinggi.				
	a. Kedaulatan Rakyat				
	b. Radar Jogja				
	c. Bernas Jogja				
	d. Kompas Jogja				
	e. Harian Jogja				



### Case Summaries

	GS_1	GS_2	GS_3	GS_4	GS_5	GS_6	GS_7	GS_8	GS_9	GS_10
1	3	3	3	3	3	3	3	3	3	3
2	4	4	4	4	4	4	4	4	4	3
3	4	4	3	4	4	4	4	3	3	3
4	3	4	4	4	4	3	4	4	3	3
5	4	4	4	4	4	4	4	4	4	4
6	3	3	3	4	3	3	4	4	4	4
7	4	4	4	4	3	3	4	4	4	4
8	4	4	3	4	4	4	3	4	4	4
9	4	4	4	3	3	3	3	2	2	2
10	4	3	3	4	3	3	3	3	3	3
11	4	4	4	4	4	4	4	4	4	3
12	4	4	3	4	4	4	4	3	4	3
13	4	4	4	4	4	4	4	3	4	4
14	4	4	4	4	4	4	4	4	3	3
15	3	3	3	4	4	4	4	4	4	4
16	3	3	3	4	4	4	4	4	4	4
17	4	4	4	4	4	4	4	4	4	4
18	4	4	4	4	4	4	4	4	4	4
19	4	4	4	4	4	4	4	4	4	3
20	4	4	4	4	4	4	4	4	4	3
21	4	4	4	4	3	3	4	3	3	3
22	4	4	4	4	3	3	4	3	3	3

### Case Summaries

	GS_11	GS_12	GS_13	GS_14	GS_15	GS_16	GS_17	GS_18	GS_19	GS_20
1	3	3	3	2	2	3	3	3	2	2
2	3	3	3	3	4	4	4	3	3	3
3	3	4	4	4	4	4	4	4	4	3
4	4	4	3	3	4	4	4	4	4	4
5	4	4	4	4	4	4	4	4	4	4
6	3	4	4	4	4	4	4	4	4	3
7	4	3	3	4	4	3	3	3	4	3
8	3	4	3	3	3	3	3	3	4	4
9	3	4	3	4	4	4	3	3	4	4
10	3	4	3	2	4	4	4	3	3	3
11	4	4	4	3	4	4	4	3	4	4
12	3	4	4	3	4	4	3	3	4	4
13	3	3	3	3	3	4	3	2	4	4
14	4	4	4	3	4	4	3	4	4	4
15	4	4	3	4	4	4	3	4	4	4
16	4	4	4	4	4	4	4	4	3	4
17	4	4	4	4	4	4	4	4	4	4
18	4	4	4	4	4	4	4	4	4	4
19	4	4	3	3	4	4	4	4	4	4
20	4	4	3	3	4	4	4	4	4	4
21	3	4	4	3	3	4	3	3	4	4
22	3	4	4	4	4	4	3	4	4	4

### Case Summaries

	GO1_1	GO1_2	GO1_3	GO1_4	GO1_5	GO2_1	GO2_2	GO2_3	GO2_4	GO2_5
1	3	3	2	3	3	3	3	2	3	3
2	4	4	4	4	4	4	3	3	4	4
3	4	3	3	4	3	4	3	3	4	3
4	3	3	3	3	3	3	3	3	3	3
5	4	3	3	3	3	4	3	3	3	3
6	4	3	3	3	3	4	3	3	4	3
7	4	4	4	3	4	4	4	4	4	4
8	4	3	3	4	3	4	3	3	4	3
9	3	3	2	3	3	4	3	2	4	4
10	4	3	3	4	3	3	3	3	4	3
11	4	3	3	3	3	4	3	4	4	3
12	3	1	2	3	2	3	2	2	3	2
13	4	3	3	4	3	4	3	4	4	3
14	4	3	3	4	4	4	3	4	4	4
15	4	3	3	4	3	4	3	3	3	3
16	4	3	3	3	3	4	3	4	3	3
17	3	3	3	4	3	3	3	3	3	3
18	3	3	3	3	3	3	3	3	3	3
19	4	3	3	3	3	4	3	4	3	4
20	4	3	3	3	3	4	3	4	3	4
21	3	2	2	3	3	4	3	3	3	3
22	3	2	2	3	3	4	2	3	3	3

### Case Summaries

	GO3_1	GO3_2	GO3_3	GO3_4	GO3_5	GO4_1	GO4_2	GO4_3	GO4_4	GO4_5
1	3	3	2	3	3	4	3	2	3	3
2	4	3	3	4	3	4	3	3	4	3
3	4	3	3	4	3	4	3	3	4	3
4	4	3	3	4	3	3	3	3	3	2
5	4	3	3	3	3	4	3	3	3	2
6	4	3	3	4	3	4	3	3	3	3
7	4	4	4	2	4	3	4	3	4	4
8	4	3	2	4	3	3	3	3	3	3
9	4	3	2	3	3	3	3	3	4	3
10	4	3	3	4	3	3	3	3	3	3
11	4	2	2	3	3	3	3	2	4	3
12	3	2	2	3	2	2	2	2	3	2
13	4	3	3	4	3	4	3	3	4	3
14	4	3	3	4	4	4	4	4	4	4
15	4	3	3	3	3	3	4	3	3	3
16	4	3	3	3	3	3	3	4	3	3
17	4	3	3	3	3	3	3	3	3	3
18	4	3	3	3	3	3	3	3	3	3
19	4	3	2	3	3	3	3	2	4	4
20	4	3	2	3	3	3	3	2	4	4
21	4	3	2	2	3	3	3	3	3	2
22	4	2	2	2	3	3	3	3	3	2



### Case Summaries

	G05_1	G05_2	G05_3	G05_4	G05_5	G06_1	G06_2	G06_3	G06_4	G06_5
1	4	3	2	3	3	4	3	2	3	3
2	3	3	2	4	3	3	3	3	3	3
3	4	4	4	4	4	4	4	4	4	4
4	3	2	3	3	2	3	2	3	3	3
5	3	2	2	2	2	3	3	3	2	3
6	4	3	3	3	3	4	4	4	3	4
7	4	4	4	4	4	3	3	3	3	4
8	3	3	3	3	3	4	4	4	3	4
9	4	4	4	4	4	3	3	3	3	4
10	3	3	3	3	3	3	3	3	3	3
11	3	3	3	3	3	3	3	3	3	3
12	3	3	3	3	3	3	3	3	3	3
13	4	3	4	4	3	4	3	3	3	3
14	4	4	4	4	4	4	4	4	4	4
15	3	4	4	3	3	3	3	3	3	3
16	4	3	4	3	3	3	3	3	3	3
17	3	3	3	3	3	3	3	3	3	3
18	3	3	3	3	3	3	3	3	3	3
19	3	3	3	3	3	3	3	3	3	3
20	3	3	3	3	3	3	3	3	3	3
21	3	2	2	2	2	4	3	3	2	3
22	3	2	2	2	2	3	3	3	2	3

### Case Summaries

	G07_1	G07_2	G07_3	G07_4	G07_5	G08_1	G08_2	G08_3	G08_4	G08_5
1	4	3	2	4	3	4	3	2	3	3
2	3	3	3	4	4	4	3	3	4	4
3	4	4	4	4	4	4	3	3	4	3
4	3	2	3	3	3	3	3	3	3	3
5	3	4	3	4	4	4	4	3	3	3
6	4	3	3	3	4	4	3	3	3	3
7	3	4	3	4	4	3	4	3	4	4
8	4	4	4	4	4	4	2	2	3	2
9	3	3	3	4	4	2	2	2	4	2
10	3	3	3	3	3	3	3	3	3	3
11	3	4	3	4	4	3	3	3	3	3
12	3	2	3	3	3	2	2	2	3	2
13	3	3	3	4	4	4	3	3	4	3
14	3	3	4	4	4	4	4	4	4	4
15	3	4	3	3	3	4	4	4	4	4
16	3	3	4	3	3	4	4	4	4	4
17	3	3	3	3	3	3	3	3	3	3
18	3	3	3	3	3	3	3	3	3	3
19	3	4	3	4	4	3	3	3	3	3
20	3	4	3	4	3	3	3	3	3	3
21	4	3	3	3	3	4	2	3	4	3
22	3	3	3	3	3	4	2	3	4	3

### Case Summaries

	GO9_1	GO9_2	GO9_3	GO9_4	GO9_5	GO10_1	GO10_2	GO10_3	GO10_4	GO10_5
1	3	3	2	3	3	3	3	2	3	3
2	4	3	3	4	4	3	3	3	3	3
3	3	3	3	3	3	3	3	3	3	3
4	3	3	3	3	3	3	3	3	3	3
5	3	3	3	3	3	3	3	3	3	3
6	4	3	3	4	3	4	3	3	4	3
7	3	4	3	4	4	3	4	3	4	4
8	3	3	3	3	3	3	3	3	3	3
9	2	2	2	3	2	3	3	3	3	3
10	3	3	3	3	3	3	3	3	3	3
11	3	3	3	3	3	3	3	3	3	3
12	2	2	2	3	2	2	2	2	2	2
13	4	4	4	4	4	3	3	4	4	3
14	4	3	3	4	3	3	3	3	3	3
15	4	4	4	4	4	4	4	4	4	4
16	4	4	4	4	4	4	4	4	4	4
17	3	3	3	3	3	3	3	3	3	3
18	3	3	3	3	3	3	3	3	3	3
19	3	3	3	3	3	2	2	2	2	2
20	3	3	3	3	3	2	2	2	2	2
21	4	2	2	3	3	3	3	3	3	3
22	4	2	2	4	3	3	3	3	3	3

### Case Summaries

	GO11_1	GO11_2	GO11_3	GO11_4	GO11_5	GO12_1	GO12_2	GO12_3	GO12_4	GO12_5
1	4	3	2	3	3	4	3	3	3	3
2	3	2	2	4	2	3	2	2	3	3
3	4	3	3	4	3	4	4	4	4	4
4	4	3	3	3	3	3	3	3	2	3
5	4	3	3	3	3	3	3	3	2	3
6	4	3	3	3	3	3	3	3	3	4
7	4	2	2	4	4	3	4	4	2	4
8	3	2	2	3	2	3	2	2	3	2
9	3	2	2	3	3	4	4	3	2	4
10	3	3	3	3	3	3	3	3	4	3
11	3	3	3	3	3	4	4	3	4	3
12	3	2	2	3	2	3	3	3	3	3
13	4	3	4	4	2	4	4	3	4	4
14	4	3	3	4	3	4	4	4	4	4
15	4	3	3	4	3	4	3	3	3	3
16	4	3	3	4	3	4	4	4	4	4
17	3	3	3	3	3	4	3	3	3	3
18	3	3	3	3	3	3	3	3	3	3
19	3	2	2	2	2	3	4	4	3	3
20	3	2	2	2	2	3	4	4	3	3
21	3	2	2	2	2	3	2	2	2	3
22	4	3	3	3	3	3	2	2	2	2

	GO13_1	GO13_2	GO13_3	GO13_4	GO13_5	GO14_1	GO14_2	GO14_3	GO14_4	GO14_5
1	4	3	2	3	3	4	3	3	3	3
2	3	2	2	3	2	3	2	2	3	2
3	4	3	3	4	3	4	3	3	4	3
4	3	3	3	3	3	3	2	3	2	3
5	3	3	3	3	3	3	3	3	3	3
6	3	3	3	3	3	3	3	3	3	4
7	4	4	4	3	4	3	4	3	3	4
8	3	2	2	2	2	3	3	3	3	3
9	4	3	3	4	4	4	1	1	2	4
10	3	3	3	3	3	3	3	3	3	3
11	4	3	2	4	3	4	3	3	4	3
12	3	2	2	2	2	3	3	3	4	3
13	4	3	3	3	3	4	2	2	2	2
14	4	4	4	4	4	4	3	3	4	3
15	4	3	3	3	3	4	4	3	3	3
16	4	4	4	4	4	4	3	4	4	4
17	3	3	3	3	3	3	3	3	3	3
18	3	3	3	3	3	3	3	3	3	4
19	3	2	2	2	2	4	3	3	3	3
20	3	2	2	2	2	4	3	3	3	3
21	4	2	2	2	2	4	2	2	2	2
22	4	2	2	2	2	4	2	2	2	2

[illegible]

### Case Summaries

	GO17_1	GO17_2	GO17_3	GO17_4	GO17_5	GO18_1	GO18_2	GO18_3	GO18_4	GO18_5
1	4	3	2	3	3	4	3	2	4	4
2	3	2	2	4	3	4	2	2	4	4
3	4	3	3	4	3	4	4	4	4	4
4	4	3	3	3	3	4	3	2	4	3
5	3	3	3	3	3	3	3	3	3	3
6	3	3	3	3	3	3	3	3	3	3
7	3	3	3	4	4	4	3	4	4	4
8	3	3	2	2	3	3	3	2	3	2
9	4	1	1	3	4	4	1	2	4	4
10	4	4	2	3	4	4	3	2	4	3
11	4	4	2	2	4	4	2	2	4	3
12	3	3	3	3	2	3	3	2	2	3
13	4	3	3	3	3	4	4	2	4	4
14	4	3	3	4	3	4	4	3	4	3
15	3	3	3	3	3	3	3	3	3	3
16	4	4	4	4	4	4	4	4	4	4
17	4	4	3	3	4	4	4	2	4	4
18	3	3	3	3	3	3	3	2	3	3
19	4	2	2	2	2	4	2	2	4	3
20	4	2	2	4	2	4	2	2	4	3
21	3	3	3	3	3	3	3	2	3	2
22	4	2	2	2	3	3	2	2	3	2

### Case Summaries

	GO19_1	GO19_2	GO19_3	GO19_4	GO19_5	GO20_1	GO20_2	GO20_3	GO20_4	GO20_5
1	3	3	2	3	3	3	3	2	3	3
2	3	3	3	4	3	3	2	2	4	3
3	4	3	3	4	3	4	3	3	4	3
4	3	3	3	4	3	3	3	3	4	3
5	4	3	3	3	3	3	3	3	3	3
6	4	3	3	3	3	4	3	3	4	3
7	4	3	3	4	4	4	3	3	4	3
8	2	3	1	3	1	2	3	1	4	1
9	3	2	2	4	4	3	2	2	4	4
10	4	3	3	4	3	4	3	3	4	3
11	3	3	3	4	3	3	2	2	4	3
12	2	2	2	3	2	3	2	2	3	2
13	4	3	3	4	3	3	3	3	3	3
14	3	3	3	4	3	4	3	3	4	3
15	3	3	3	3	3	3	3	3	4	3
16	4	4	4	4	4	4	4	4	4	4
17	3	3	2	3	2	3	3	2	3	2
18	3	3	2	3	2	3	3	2	3	2
19	2	2	2	4	2	3	2	2	4	2
20	3	2	2	4	2	3	2	2	4	2
21	3	2	2	3	2	3	2	2	3	2
22	3	2	2	3	2	4	3	3	4	3

## GS: Reliability

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.843	3

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GS_1	7.41	.729	.656	.831
GS_2	7.41	.634	.843	.655
GS_3	7.55	.641	.648	.851

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.18	1.394	1.181	3

## GS: Responsiveness

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.821	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GS_4	11.14	1.361	.593	.811
GS_5	11.36	.909	.790	.700
GS_6	11.41	.920	.733	.734
GS_7	11.23	1.232	.534	.822

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.05	1.855	1.362	4

## GS: Assurance

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.849	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GS_8	10.45	1.879	.829	.743
GS_9	10.45	1.974	.752	.780
GS_10	10.68	2.132	.648	.825
GS_11	10.55	2.450	.535	.867

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.05	3.569	1.889	4

## GS: Emphaty

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.812	7

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GS_12	21.55	4.926	.608	.782
GS_13	21.86	4.790	.489	.797
GS_14	22.00	4.381	.484	.806
GS_15	21.59	4.348	.689	.761
GS_16	21.50	5.119	.569	.791
GS_17	21.82	4.918	.429	.807
GS_18	21.86	4.123	.687	.760

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
25.36	6.147	2.479	7



## GS: Tangibles

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.822	2

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GS_19	3.68	.323	.700	. <sup>a</sup>
GS_20	3.77	.279	.700	. <sup>a</sup>

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.45	1.022	1.011	2

## GO: Reliability KR

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.744	3

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GO1_1	7.64	.433	.601	.640
GO2_1	7.55	.450	.665	.538
GO3_1	7.36	.719	.521	.747

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.27	1.065	1.032	3

## GO: Responsiveness KR

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.790	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GO4_1	9.91	1.325	.567	.760
GO5_1	9.82	1.489	.512	.781
GO6_1	9.86	1.266	.795	.636
GO7_1	9.95	1.569	.552	.761

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.18	2.346	1.532	4

## GO: Assurance KR

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.844	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GO8_1	9.77	1.898	.787	.753
GO9_1	9.95	2.045	.753	.768
GO10_1	10.23	2.470	.624	.826
GO11_1	9.73	2.589	.578	.843

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.23	3.803	1.950	4

## GO: Empathy KR

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.860	7

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GO12_1	21.59	5.110	.698	.830
GO13_1	21.50	5.500	.496	.859
GO14_1	21.45	5.117	.683	.832
GO15_1	21.27	5.255	.713	.830
GO16_1	21.41	5.015	.601	.846
GO17_1	21.41	5.206	.650	.837
GO18_1	21.36	5.385	.580	.847

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
25.00	6.952	2.637	7

## GO: Tangibles KR

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.771	2

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GO19_1	3.27	.303	.639	. <sup>a</sup>
GO20_1	3.18	.442	.639	. <sup>a</sup>

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
6.45	1.212	1.101	2

## GO: Reliability Radar Jogja

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.890	3

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GO1_2	5.86	.600	.779	.924
GO2_2	5.82	.918	.904	.792
GO3_2	5.86	.885	.798	.841

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
8.77	1.708	1.307	3

## GO: Responsiveness Radar Jogja

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.692	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GO4_2	9.45	1.784	.509	.623
GO5_2	9.50	1.310	.542	.585
GO6_2	9.41	1.777	.441	.650
GO7_2	9.27	1.446	.462	.642

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.55	2.545	1.595	4



## GO: Assurance Radar Jogja

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.803	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GO8_2	8.64	1.671	.747	.684
GO9_2	8.64	1.861	.735	.691
GO10_2	8.64	2.242	.595	.764
GO11_2	9.00	2.571	.422	.833

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.64	3.481	1.866	4

## GO: Empathy Radar Jogja

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.786	7

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GO12_2	18.45	7.688	.451	.772
GO13_2	18.86	7.457	.616	.739
GO14_2	18.91	7.706	.514	.758
GO15_2	18.09	7.991	.537	.756
GO16_2	18.23	8.470	.473	.769
GO17_2	18.77	7.422	.525	.757
GO18_2	18.77	7.232	.514	.761

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.68	10.132	3.183	7

## GO: Tangibles Radar Jogja

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.863	2

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GO19_2	2.73	.303	.759	. <sup>a</sup>
GO20_2	2.77	.279	.759	. <sup>a</sup>

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
5.50	1.024	1.012	2

## GO: Reliability Bernas Jogja

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.764	3

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GO1_3	5.82	1.013	.798	.462
GO2_3	5.50	1.119	.474	.836
GO3_3	6.05	1.188	.554	.729

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
8.68	2.227	1.492	3

## GO: Responsiveness Bernas Jogja

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.775	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GO4_3	9.36	1.957	.552	.733
GO5_3	9.14	1.647	.481	.816
GO6_3	9.09	2.087	.615	.713
GO7_3	9.09	1.896	.793	.634

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.23	3.136	1.771	4

## GO: Assurance Bernas Jogja

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.862	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GO8_3	8.50	2.357	.674	.837
GO9_3	8.55	2.165	.747	.807
GO10_3	8.50	2.262	.743	.810
GO11_3	8.82	2.346	.671	.839

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.45	3.879	1.969	4

## GO: Empathy Bernas Jogja

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.833	7

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GO12_3	17.45	7.498	.689	.792
GO13_3	17.82	7.489	.667	.796
GO14_3	17.77	8.374	.507	.821
GO15_3	17.00	8.381	.525	.819
GO16_3	17.18	8.727	.431	.832
GO17_3	17.95	7.950	.573	.812
GO18_3	18.09	7.325	.669	.795

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.55	10.545	3.247	7

## GO: Tangibles Bernas Jogja

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.915	2

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GO19_3	2.50	.452	.844	. <sup>a</sup>
GO20_3	2.55	.450	.844	. <sup>a</sup>

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
5.05	1.665	1.290	2



## GO: Reliability Kompas Jogja

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.752	3

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GO1_4	6.68	1.084	.608	.655
GO2_4	6.59	1.110	.540	.717
GO3_4	6.82	.727	.644	.619

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.05	1.950	1.397	3

## GO: Responsiveness Kompas Jogja

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.849	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GO4_4	9.64	1.861	.782	.771
GO5_4	9.91	1.515	.803	.759
GO6_4	10.09	2.087	.617	.837
GO7_4	9.50	2.071	.584	.850

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.05	3.188	1.786	4

## GO: Assurance Kompas Jogja

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.860	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GO8_4	9.64	2.433	.637	.849
GO9_4	9.73	2.303	.776	.801
GO10_4	10.00	2.095	.701	.824
GO11_4	9.91	1.896	.748	.808

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.09	3.706	1.925	4

## GO: Assurance Kompas Jogja

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.860	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GO8_4	9.64	2.433	.637	.849
GO9_4	9.73	2.303	.776	.801
GO10_4	10.00	2.095	.701	.824
GO11_4	9.91	1.896	.748	.808

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.09	3.706	1.925	4

## GO: Empathy Kompas Jogja

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.804	7

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GO12_4	19.82	6.918	.599	.767
GO13_4	19.86	7.076	.591	.769
GO14_4	19.82	7.680	.448	.795
GO15_4	19.14	7.552	.798	.749
GO16_4	19.32	7.561	.502	.785
GO17_4	19.73	7.827	.412	.802
GO18_4	19.23	7.803	.521	.782

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.82	9.870	3.142	7

## GO: Tangibles Kompas Jogja

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.711	2

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GO19_4	3.68	.227	.552	. <sup>a</sup>
GO20_4	3.55	.260	.552	. <sup>a</sup>

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.23	.755	.869	2

## GO: Reliability Harian Jogja

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.890	3

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GO1_5	6.27	.684	.872	.772
GO2_5	6.14	.600	.735	.924
GO3_5	6.32	.799	.807	.846

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9.36	1.481	1.217	3

## GO: Responsiveness Harian Jogja

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.810	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GO4_5	9.77	1.803	.585	.792
GO5_5	9.73	1.636	.784	.679
GO6_5	9.45	2.165	.658	.759
GO7_5	9.23	2.184	.535	.803

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.73	3.255	1.804	4



## GO: Assurance Harian Jogja

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.816	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GO8_5	8.86	1.742	.726	.723
GO9_5	8.82	1.965	.639	.767
GO10_5	8.95	1.855	.785	.700
GO11_5	9.23	2.279	.422	.860

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.95	3.284	1.812	4

## GO: Empathy Harian Jogja

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.844	7

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GO12_5	19.50	7.405	.672	.812
GO13_5	19.86	6.695	.767	.795
GO14_5	19.68	7.846	.477	.842
GO15_5	19.05	8.045	.645	.821
GO16_5	19.18	8.061	.473	.841
GO17_5	19.59	7.872	.484	.841
GO18_5	19.50	6.929	.726	.802

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.73	10.017	3.165	7

## GO: Tangibles Harian Jogja

### Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded <sup>a</sup>	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.954	2

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GO19_5	2.73	.494	.916	. <sup>a</sup>
GO20_5	2.73	.589	.916	. <sup>a</sup>

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
5.45	2.069	1.438	2

Wawancara dengan Ari Palupi, 12 November 2010 pukul 13.05 WIB

Juni : Selamat siang mbak, baru sibuk mbak?

Mbak Ari :Siang Jun, ga juga kok, cuma siap-siap Pinasthika..*piye?(bagaimana)*...ada yang bisa ku bantu?"

Juni : Gini mbak...Langsung aja ya mbak, saya mau tanya tentang PPPI. Seluk beluknya PPPI lah secara kasarnya. PPPI itu sebenarnya apa? Bedanya PPPI Pusat dengan PPPI Jogja itu apa?

Mbak Ari : "PPPI itu Persatuan Perusahaan Periklanan Indonesia, jadi PPPI itu secara gampangnya perkumpulannya pengusaha periklanan.."

Juni : Jadi dapat dikatakan bahwa PPPI itu merupakan asosiasi biro iklan kan mbak, lalu PPPI pusat dan daerah itu bagaimana maksudnya mbak? Dan kegiatannya seperti apa saja mbak?

Mbak Ari : "Iya, asosiasi perusahaan periklanan, biro iklan juga bisa. Nah, seperti yang kamu bilang tadi PPPI itu kan asosiasi, jadi dapat dikatakan bahwa PPPI merupakan wadah bagi biro-biro iklan. Kalau Pengda Jogja, berarti asosiasi bagi biro-biro iklan yang ada di Jogja, yang menjadi anggota lebih tepatnya. Kalau untuk kegiatannya, ga beda jauh dari pusat kok, ya lebih lokal saja. Seperti seminar-seminar atau workshop kadang juga training bagi anggota PPPI, pengda yang mengundang praktisi periklanan dari Jakarta yang kemudian ngisi acara itu. Yang paling keliatan gede kan Pinasthika...untuk waktunya itu ga pasti juga kapannya, tapi yang jelas setiap tahun pasti ada.."

Juni : " Pinasthika memang yang kelihatan paling sering bisa dilihat paling rame mbak, tapi kenapa waktunya tidak pasti mbak?"

Mbak Ari : "Itu tergantung dari kompartemen Pinasthika, kan mereka yang mengadakannya, saya kurang tahu untuk hal itu, kamu bisa tanya ke mas Rifqy Srengenge. Gimana? Ada lagi yang kurang?"

Juni : " sudah mbak, untuk sementara ini cukup kok...terima kasih atas waktunya ya mbak, kapan-kapan saya ganggu lagi,hehehe..."

Mbak Ari : "okay deh...telepon atau sms dulu ya kalau mau ke kantor, *dilalah* nanti saya lagi keluar soalnya.."

Wawancara dengan pak Dei Supriyanto, 14 Desember 2010, jam 11.15 WIB di Divisi Iklan.

Juni : “ selamat siang pak Dei, saya Juni dari Atma Jaya yang kemarin menelepon untuk janji bertemu. Maaf sudah merepotkan..”

Pak Dei : “Ga papa mas, gimana? Ada apa? Kuesionernya sudah kan?”

Juni : “Sudah kok pak kuesionernya, sudah saya ambil. Begini pak, saya ingin bertanya tentang pemberian diskon ke media untuk anggota di PPPI Jogja. Beberapa waktu yang lalu, saya ke sekretariat dan bertemu mbak Ari untuk menanyakan hal ini, dan mbak Ari menyarankan untuk menemui pak Dei sebagai pengurus kompartemen media placement. Begitu pak...”

Pak Dei : “Oh begitu, kalau untuk besarnya diskon itu tergantung dari media yang bekerja sama dengan PPPI pada saat itu. Kisarannya sekitar 25%, 40%, 50% bahkan 65% juga ada. Alurnya dari sekretariat ditawarkan ke semua anggota bahwa ada diskon *placement* ke media-media. Anggota yang akan *placement* lalu konfirmasi ke sekretariat. Nah, mbak Ari yang mengurus tentang penyaluran diskon tersebut ke anggota..”

Juni : “Untuk medianya yang paling sering bekerjasama dengan PPPI, media apa pak? Khususnya media cetak atau surat kabar lokal maksud saya”

Pak Dei : “ Medianya banyak mas, tapi yang paling sering sih KR (Kedaulatan Rakyat), jadi anggota juga sering mendapatkan diskon *placement* ke KR. Kadang juga dengan Radar Jogja, Bernas juga pernah...”

Wawancara dengan bapak Shodiq dari PT. Octa tanggal 19 Januari 2011 pukul 12.36 WIB

Juni : “ Selamat siang pak Shodiq, maaf sudah mengganggu jam makan siangnya..”

Pak Shodiq : “ Ga papa mas Juni, saya juga minta maaf soalnya kemarin saya ada presentasi promosi dan budgeting ke Klaten, saya lupa SMS mas Juni dulu..Oiya kuesionernya ini sudah selesai saya isi, ada yang kurang?”

Juni : “ Baiklah pak, saya periksa sebentar....(membuka amplop dan melihat setiap lembar kuesioner)...sudah lengkap kok pak..Pak, kalau untuk diskon placement ke media, besarnya berapa pak?

Pak Shodiq : “ diskonnya 65% mas..gede kan?”

Juni : “Itu sama untuk semua media pak? Atau untuk surat kabar tertentu? Umumnya segitu ya pak?”

Pak Shodiq : “Ya engga mas, itu biasanya Kedaulatan Rakyat sih, untuk setiap media berbeda mas, tapi pada umumnya 30% sampai dengan 65% untuk media cetak. Yang paling sering ada diskon itu Kedaulatan Rakyat, mungkin karena sering kerjasama dengan Pengda. Kalau untuk kerjasama gitu kan pengda yang mengurus, jadi anggota ya tinggal nerima tawaran diskon tersebut..”

Juni : “Lalu, keuntungannya jadi anggota PPPI itu apa pak? Selain dapat diskon itu kalau pas ada kerjasama..”

Pak Shodiq : “Keuntungannya, sebagai anggota, kami berada dibawah payung asosiasi, jadi misalnya ketika ada biro iklan yang sama-sama sebagai anggota, sama-sama dapat diskon 50%, diskon standar yang berlaku misalnya 30% tapi biro iklan lain menjualnya ke klien 40%, nanti ada yang malah naik lagi 45%, istilahnya rebutan klien seperti itu kan persaingannya jadi tidak sehat, nah kita berhak untuk melaporkan ke Pengda, maka biro iklan tersebut dapat dikenai sanksi, tujuannya kan biar persaingannya jadi adil...”

Juni : “ Ooo..jadi pasal-pasal hukum dalam aturan PPPI itu berlaku ketika ada masalah seperti itu pak, sejauh ini Octa pernah mengajukan komplain belum pak?”

Pak Shodiq : “ sejauh ini belum ada sih mas, aman-aman saja..hehehe. Kalau belum ada masalah, ya jangan cari masalah kan? Gimana? Ada lagi yang kurang infonya?”

Juni : “ hahaha..aman terkendali ya pak...eh, sudah pak sudah cukup pak...maaf lho pak sudah mengganggu..habis ini mau muter lagi pak?”

Pak Shodiq : “ Iya, cuma ke Radar Jogja, tapi nanti jam 2 kok mas, mau nganterin pembayaran dan materi dari klien..gimana? Mau membantu? Atau mau muter lagi?”

Juni : “Hahaha, makasih pak... mau muter lagi pak, supaya cepat selesai...terima kasih atas waktunya pak...maaf sudah merepotkan pak Shodiq...”

Pak Shodiq : “ ga papa mas, tenang saja... baiklah kalau begitu, semoga cepat selesai ya..”

Juni : “ Iya pak, terima kasih...pamit ya pak..selamat siang..”

Pak Shodiq : “ Selamat siang...”

Wawancara dengan Pungkas Riandika, tanggal 14 februari 2011, pukul 17.00 WIB

Juni : “Sore mas Pungkas, maaf ya mengganggu...”

Pungkas : “Halo..gimana?”

Juni : “Begini mas, saya mau menanyakan tentang Pinasthika award. Sudah nyari mas Rifqy, tapi belum bisa ketemu. Jadi saya mencari mas Pungkas sebagai alternatif lain, begitu...”

Pungkas : “Oke...saya jelaskan sepengetahuan saya saja ya..Saya bukan orang PPPI, tapi saya kenal orang-orang dalam PPPI..ya cuma membantu ngurusi Pinasthika lah...gimana? Ada yang bisa saya jelaskan?”

Juni : “ Baik mas, terlebih dulu, apa sih Pinasthika award itu? Bedanya dengan Citra Pariwara tu bagaimana?”

Pungkas : “Jadi gini gampangnya, pinasthika merupakan acara award bagi insan periklanan yang diselenggarakan oleh Pengda DIY dengan Kedaulatan Rakyat. Kalau Citra Pariwara kan diadakan oleh Pengurus Pusat, dan cakupannya untuk biro iklan seluruh Indonesia, sudah tentu tahu lah gimana gengsinya Citra Pariwara, sedangkan Pinasthika walau diselenggarakan oleh Pengda DIY, untuk saat ini Pinasthika tidak hanya diikuti oleh biro iklan lokal saja, tapi sudah regional. Bayangkan saja Petakumpetnya Jogja melawan Petakumpet Malaysia, atau Srengenge Jogja melawan Srengengnya Vietnam, seperti itu..”

Juni : “ Wah, kesannya malah jadi lebih gedean Pinasthika ya daripada Citra Pariwara..”

Pungkas : “Ahh, ga juga kok sebenarnya..”

Juni : “ Kalau begitu, biro iklan di Jogja sebenarnya malah banyak mendapatkan keuntungan yang lebih dong kalau jadi anggota PPPI, contohnya ya go regional seperti itu..”

Pungkas : “Kalau bicara tentang keuntungan jadi anggota, menurut sepengetahuan saya, banyak keuntungan juga jadi anggota PPPI, salah satunya adalah diskon *placement* ke media yang melakukan kerjasama, itu yang paling banyak dicari sih pada umumnya. Kedaulatan Rakyat media cetak yang paling sering melakukan kerjasama dengan PPPI ketika diadakan Pinasthika award...”

Juni : “ Ooo...Kalau untuk diskon seperti itu, apakah hanya terbatas pada media cetak saja mas? Lalu untuk media elektronik seperti radio atau televisi gitu, ada ga?

Pungkas : “Seharusnya ada lah, sistem pemberian diskonnya mungkin sama dengan media cetak, ada kompensasi *space* atau ruang iklan yang bisa di *share*. Tapi selain itu kan tidak melulu hanya diskon media yang diincar. Sesuai dengan tujuan PPPI , sebagai wadah atau asosiasi yang ingin mewujudkan fungsi dan peranan iklan dalam masyarakat, bahwa iklan sebagai media pendidikan, mulai dari biro iklan yang cerdas, sehingga klien jadi cerdas, masyarakat yang melihat iklan pun bisa jadi cerdas. Kamu pernah lihat iklan Sosis kan? Udah tahu kalau produknya sudah diatas...tetapi iklannya stagnan, gitu-gitu mulu...Iklan yang baik seharusnya bisa membuat yang melihat itu sempat mikir tentang iklan itu..iya kan? Makanya di PPPI pun sering

diadakan workshop atau seminar-seminar untuk praktisi periklanan di Yogyakarta. Gimana? Jelas?”

Juni : “jelas kok mas...dah cukup malah menurut saya, hehe...terima kasih lho mas atas waktunya, kalau saya bingung, saya hubungi mas Pungkas lagi...”

Pungkas : “Sip...oke deh sama-sama”





TABEL 7

Uji Validitas *Gratification Obtained*

Surat Kabar	Dimensi	Nomor soal	r hitung	r tabel	Keterangan
Radar Jogja	Kepuasan Reliabilitas	1	0.779	0.404	Valid
		2	0.904	0.404	Valid
		3	0.798	0.404	Valid
	Kepuasan Daya Tanggap	4	0.509	0.404	Valid
		5	0.542	0.404	Valid
		6	0.441	0.404	Valid
		7	0.462	0.404	Valid
	Kepuasan Jaminan	8	0.747	0.404	Valid
		9	0.735	0.404	Valid
		10	0.595	0.404	Valid
		11	0.422	0.404	Valid
	Kepuasan Empati	12	0.421	0.404	Valid
		13	0.616	0.404	Valid
		14	0.514	0.404	Valid
		15	0.537	0.404	Valid
		16	0.473	0.404	Valid
		17	0.525	0.404	Valid
		18	0.514	0.404	Valid
	Kepuasan Bukti Fisik	19	0.759	0.404	Valid
		20	0.759	0.404	Valid
Harian Pagi Bernas Jogja	Kepuasan Reliabilitas	1	0.798	0.404	Valid
		2	0.474	0.404	Valid
		3	0.554	0.404	Valid
	Kepuasan Daya Tanggap	4	0.552	0.404	Valid
		5	0.481	0.404	Valid
		6	0.615	0.404	Valid
		7	0.793	0.404	Valid
	Kepuasan Jaminan	8	0.674	0.404	Valid
		9	0.747	0.404	Valid
		10	0.743	0.404	Valid
		11	0.671	0.404	Valid
	Kepuasan Empati	12	0.689	0.404	Valid
		13	0.667	0.404	Valid
		14	0.507	0.404	Valid
		15	0.525	0.404	Valid
		16	0.431	0.404	Valid
		17	0.573	0.404	Valid
		18	0.669	0.404	Valid
	Kepuasan Bukti Fisik	19	0.844	0.404	Valid
		20	0.844	0.404	Valid
Kompas Jogja	Kepuasan Reliabilitas	1	0.608	0.404	Valid
		2	0.540	0.404	Valid
		3	0.644	0.404	Valid

	Kepuasan Daya Tanggap	4	0.782	0.404	Valid
		5	0.803	0.404	Valid
		6	0.617	0.404	Valid
		7	0.584	0.404	Valid
	Kepuasan Jaminan	8	0.637	0.404	Valid
		9	0.776	0.404	Valid
		10	0.701	0.404	Valid
		11	0.748	0.404	Valid
	Kepuasan Empati	12	0.599	0.404	Valid
		13	0.591	0.404	Valid
		14	0.448	0.404	Valid
		15	0.798	0.404	Valid
		16	0.502	0.404	Valid
		17	0.412	0.404	Valid
		18	0.521	0.404	Valid
	Kepuasan Bukti Fisik	19	0.552	0.404	Valid
		20	0.552	0.404	Valid
Harian Jogja	Kepuasan Reliabilitas	1	0.872	0.404	Valid
		2	0.735	0.404	Valid
		3	0.807	0.404	Valid
	Kepuasan Daya Tanggap	4	0.585	0.404	Valid
		5	0.784	0.404	Valid
		6	0.658	0.404	Valid
		7	0.535	0.404	Valid
	Kepuasan Jaminan	8	0.726	0.404	Valid
		9	0.639	0.404	Valid
		10	0.785	0.404	Valid
		11	0.422	0.404	Valid
	Kepuasan Empati	12	0.672	0.404	Valid
		13	0.767	0.404	Valid
		14	0.477	0.404	Valid
		15	0.645	0.404	Valid
		16	0.473	0.404	Valid
		17	0.484	0.404	Valid
		18	0.726	0.404	Valid
	Kepuasan Bukti Fisik	19	0.916	0.404	Valid
		20	0.916	0.404	Valid

Sumber : Data primer yang diolah

TABEL 9

Uji reliabilitas *Gratification Obtained*

Surat Kabar	Variabel	<i>Cronbach's Alpha</i>	Keterangan
Radar Jogja	Kepuasan Reliabilitas	0.890	Reliabel
	Kepuasan Daya Tanggap	0.692	Reliabel
	Kepuasan Jaminan	0.803	Reliabel
	Kepuasan Empati	0.786	Reliabel
	Kepuasan Bukti Fisik	0.863	Reliabel
Harian Pagi Bernas Jogja	Kepuasan Reliabilitas	0.764	Reliabel
	Kepuasan Daya Tanggap	0.775	Reliabel
	Kepuasan Jaminan	0.862	Reliabel
	Kepuasan Empati	0.833	Reliabel
	Kepuasan Bukti Fisik	0.915	Reliabel
Kompas Jogja	Kepuasan Reliabilitas	0.752	Reliabel
	Kepuasan Daya Tanggap	0.849	Reliabel
	Kepuasan Jaminan	0.860	Reliabel
	Kepuasan Empati	0.804	Reliabel
	Kepuasan Bukti Fisik	0.711	Reliabel
Harian Jogja	Kepuasan Reliabilitas	0.890	Reliabel
	Kepuasan Daya Tanggap	0.810	Reliabel
	Kepuasan Jaminan	0.816	Reliabel
	Kepuasan Empati	0.844	Reliabel
	Kepuasan Bukti Fisik	0.954	Reliabel

## Perhitungan *Superiority Direction* pada Dimensi Reliabilitas

1.

$$fr\ i>j = fr\ Kedaulatan\ Rakyat > Radar\ Jogja = 19$$

$$fr\ j>i = fr\ Radar\ Jogja > Kedaulatan\ Rakyat = 1$$

$$fr\ i=j = fr\ Kedaulatan\ Rakyat = Radar\ Jogja = 2$$

$$d\ i>j = \frac{fr\ Kedaulatan\ Rakyat > Radar\ Jogja}{fr\ Kedaulatan\ Rakyat = Radar\ Jogja} = \frac{19}{2} = 9,5$$

$$d\ j>i = \frac{fr\ Radar\ Jogja > Kedaulatan\ Rakyat}{fr\ Kedaulatan\ Rakyat = Radar\ Jogja} = \frac{1}{2} = 0,5$$

$$Sd\ Kedaulatan\ Rakyat > Radar\ Jogja = \frac{9,5}{22} =$$

$$0,4318$$

$$Sd\ Radar\ Jogja > Kedaulatan\ Rakyat = \frac{0,5}{22} =$$

$$0,02273$$

2.

$$fr\ i>j = fr\ Kedaulatan\ Rakyat > Bernas\ Jogja = 21$$

$$fr\ j>i = fr\ Bernas\ Jogja > Kedaulatan\ Rakyat = 0$$

$$fr\ i=j = fr\ Kedaulatan\ Rakyat = Bernas\ Jogja = 1$$

$$d\ i>j = \frac{fr\ Kedaulatan\ Rakyat > Bernas\ Jogja}{fr\ Kedaulatan\ Rakyat = Bernas\ Jogja} = \frac{21}{1} = 21$$

$$d\ j>i = \frac{fr\ Bernas\ Jogja > Kedaulatan\ Rakyat}{fr\ Kedaulatan\ Rakyat = Bernas\ Jogja} = \frac{0}{1} = 0$$

$$Sd\ Kedaulatan\ Rakyat > Bernas\ Jogja = \frac{21}{22} =$$

$$0,955$$

$$Sd\ Bernas\ Jogja > Kedaulatan\ Rakyat = 0$$

3.

$$fr\ i>j = fr\ Kedaulatan\ Rakyat > Kompas\ Jogja = 12$$

$$fr\ j>i = fr\ Kompas\ Jogja > Kedaulatan\ Rakyat = 1$$

$$fr\ i=j = fr\ Kedaulatan\ Rakyat = Kompas\ Jogja = 9$$

$$d\ i>j = \frac{fr\ Kedaulatan\ Rakyat > Kompas\ Jogja}{fr\ Kedaulatan\ Rakyat = Kompas\ Jogja} = \frac{12}{9} =$$

$$1,3333$$

$$d\ j>i = \frac{fr\ Kompas\ Jogja > Kedaulatan\ Rakyat}{fr\ Kedaulatan\ Rakyat = Kompas\ Jogja} = \frac{1}{9} =$$

$$0,1111$$

$$Sd\ Kedaulatan\ Rakyat > Kompas\ Jogja = \frac{1,333}{22} =$$

$$0,0606$$

$$Sd\ Kompas\ Jogja > Kedaulatan\ Rakyat = \frac{0,111}{22} =$$

$$0,0051$$

$$Sd\ Kompas\ Jogja > Kedaulatan\ Rakyat = \frac{0,111}{22} =$$

$$0,0051$$

4.

$$fr\ i>j = fr\ Kedaulatan\ Rakyat > Harian\ Jogja = 19$$

$$fr\ j>i = fr\ Harian\ Jogja > Kedaulatan\ Rakyat = 0$$

$$fr\ i=j = fr\ Kedaulatan\ Rakyat = Harian\ Jogja = 3$$

$$d\ i>j = \frac{fr\ Kedaulatan\ Rakyat > Harian\ Jogja}{fr\ Kedaulatan\ Rakyat = Harian\ Jogja} = \frac{19}{3} =$$

$$6,333$$

$$d\ j>i = \frac{fr\ Harian\ Jogja > Kedaulatan\ Rakyat}{fr\ Kedaulatan\ Rakyat = Harian\ Jogja} = \frac{0}{3} = 0$$

$$Sd\ Harian\ Jogja > Kedaulatan\ Rakyat = \frac{6,333}{22} =$$

$$0,2879$$

$$Sd\ Kedaulatan\ Rakyat > Harian\ Jogja = \frac{6,333}{22} =$$

$$0,2879$$

$$Sd\ Harian\ Jogja > Kedaulatan\ Rakyat = \frac{0}{22} = 0$$

5.

$$fr\ i>j = fr\ Radar\ Jogja > Bernas\ Jogja = 6$$

$$fr\ j>i = fr\ Bernas\ Jogja > Radar\ Jogja = 9$$

$$fr\ i=j = fr\ Radar\ Jogja = Bernas\ Jogja = 7$$

$$d\ i>j = \frac{fr\ Radar\ Jogja > Bernas\ Jogja}{fr\ Radar\ Jogja = Bernas\ Jogja} = \frac{6}{7} = 0,857$$

$$d\ j>i = \frac{fr\ Bernas\ Jogja > Radar\ Jogja}{fr\ Radar\ Jogja = Bernas\ Jogja} = \frac{9}{7} = 1,2857$$

$$Sd\ Radar\ Jogja > Bernas\ Jogja = \frac{0,857}{22} = 0,039$$

$$Sd\ Bernas\ Jogja > Radar\ Jogja = \frac{1,2857}{22} = 0,058$$

6.

$$fr\ i>j = fr\ Radar\ Jogja > Kompas\ Jogja = 3$$

$$fr\ j>i = fr\ Kompas\ Jogja > Radar\ Jogja = 13$$

$$fr\ i=j = fr\ Radar\ Jogja = Kompas\ Jogja = 6$$

$$d\ i>j = \frac{fr\ Radar\ Jogja > Kompas\ Jogja}{fr\ Radar\ Jogja = Kompas\ Jogja} = \frac{3}{6} = 0,5$$

$$d\ j>i = \frac{fr\ Kompas\ Jogja > Radar\ Jogja}{fr\ Radar\ Jogja = Kompas\ Jogja} = \frac{13}{6} = 2,167$$

$$Sd\ Radar\ Jogja > Kompas\ Jogja = \frac{0,5}{22} = 0,0227$$

$$Sd\ Kompas\ Jogja > Radar\ Jogja = \frac{2,167}{22} = 0,0984$$

7.

$$fr\ i>j = fr\ Radar\ Jogja > Harian\ Jogja = 4$$

$$fr\ j>i = fr\ Harian\ Jogja > Radar\ Jogja = 9$$

$$fr\ i=j = fr\ Radar\ Jogja = Harian\ Jogja = 9$$

$$d\ i>j = \frac{fr\ Radar\ Jogja > Harian\ Jogja}{fr\ Radar\ Jogja = Harian\ Jogja} = \frac{4}{9} = 0,444$$

$$d\ j>i = \frac{fr\ Harian\ Jogja > Radar\ Jogja}{fr\ Radar\ Jogja = Harian\ Jogja} = \frac{9}{9} = 1$$

$$Sd\ Radar\ Jogja > Harian\ Jogja = \frac{0,444}{22} = 0,0202$$

$$Sd\ Harian\ Jogja > Radar\ Jogja = \frac{1}{22} = 0,045$$

8.

$$fr\ i>j = fr\ Bernas\ Jogja > Kompas\ Jogja = 2$$

$$fr\ j>i = fr\ Kompas\ Jogja > Bernas\ Jogja = 16$$

$$fr\ i=j = fr\ Bernas\ Jogja = Kompas\ Jogja = 4$$

$$d\ i>j = \frac{fr\ Bernas\ Jogja > Kompas\ Jogja}{fr\ Bernas\ Jogja = Kompas\ Jogja} = \frac{2}{4} = 0,5$$

$$d\ j>i = \frac{fr\ Kompas\ Jogja > Bernas\ Jogja}{fr\ Bernas\ Jogja = Kompas\ Jogja} = \frac{16}{4} = 4$$

$$Sd\ Bernas\ Jogja > Kompas\ Jogja = \frac{0,5}{22} = 0,0227$$

$$\text{Sd Kompas Jogja} > \text{Bernas Jogja} = \frac{4}{22} = 0,182$$

9.

$$\begin{aligned} \text{fr } i > j &= \text{fr Bernas Jogja} > \text{Harian Jogja} = 2 \\ \text{fr } j > i &= \text{fr Harian Jogja} > \text{Bernas Jogja} = 9 \\ \text{fr } i = j &= \text{fr Bernas Jogja} = \text{Harian Jogja} = 11 \end{aligned}$$

$$d \ i > j = \frac{\text{fr Bernas Jogja} > \text{Harian Jogja}}{\text{fr Bernas Jogja} = \text{Harian Jogja}} = \frac{2}{11} = 0,182$$

$$d \ j > i = \frac{\text{fr Harian Jogja} > \text{Bernas Jogja}}{\text{fr Bernas Jogja} = \text{Harian Jogja}} = \frac{9}{11} = 0,818$$

$$\text{Sd Bernas Jogja} > \text{Harian Jogja} = \frac{0,182}{22} = 0,008$$

$$\text{Sd Harian Jogja} > \text{Bernas Jogja} = \frac{0,818}{22} = 0,0372$$

## Dimensi Daya Tanggap

1.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kedaulatan Rakyat} > \text{Radar Jogja} = 9 \\ \text{fr } j > i &= \text{fr Radar Jogja} > \text{Kedaulatan Rakyat} = 6 \\ \text{fr } i = j &= \text{fr Kedaulatan Rakyat} = \text{Radar Jogja} = 7 \\ d \ i > j &= \frac{\text{fr Kedaulatan Rakyat} > \text{Radar Jogja}}{\text{fr Kedaulatan Rakyat} = \text{Radar Jogja}} = \frac{9}{7} = 1,286 \\ d \ j > i &= \frac{\text{fr Radar Jogja} > \text{Kedaulatan Rakyat}}{\text{fr Kedaulatan Rakyat} = \text{Radar Jogja}} = \frac{6}{7} = 0,857 \end{aligned}$$

$$\text{Sd Kedaulatan Rakyat} > \text{Radar Jogja} = \frac{1,286}{22} = 0,0585$$

$$\text{Sd Radar Jogja} > \text{Kedaulatan Rakyat} = \frac{0,857}{22} = 0,0389$$

2.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kedaulatan Rakyat} > \text{Bernas Jogja} = 11 \\ \text{fr } j > i &= \text{fr Bernas Jogja} > \text{Kedaulatan Rakyat} = 3 \\ \text{fr } i = j &= \text{fr Kedaulatan Rakyat} = \text{Bernas Jogja} = 8 \end{aligned}$$

$$d \ i > j = \frac{\text{fr Kedaulatan Rakyat} > \text{Bernas Jogja}}{\text{fr Kedaulatan Rakyat} = \text{Bernas Jogja}} = \frac{11}{8} = 1,375$$

$$d \ j > i = \frac{\text{fr Bernas Jogja} > \text{Kedaulatan Rakyat}}{\text{fr Kedaulatan Rakyat} = \text{Bernas Jogja}} = \frac{3}{8} = 0,375$$

$$\text{Sd Kedaulatan Rakyat} > \text{Bernas Jogja} = \frac{1,375}{22} = 0,0625$$

$$\text{Sd Bernas} > \text{Kedaulatan Rakyat} = \frac{0,375}{22} = 0,017$$

3.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kedaulatan Rakyat} > \text{Kompas Jogja} = 7 \\ \text{fr } j > i &= \text{fr Kompas Jogja} > \text{Kedaulatan Rakyat} = 8 \\ \text{fr } i = j &= \text{fr Kedaulatan Rakyat} = \text{Kompas Jogja} = 7 \end{aligned}$$

$$d \ i > j = \frac{\text{fr Kedaulatan Rakyat} > \text{Kompas Jogja}}{\text{fr Kedaulatan Rakyat} = \text{Kompas Jogja}} = \frac{7}{7} = 1$$

$$d \ j > i = \frac{\text{fr Kompas Jogja} > \text{Kedaulatan Rakyat}}{\text{fr Kedaulatan Rakyat} = \text{Kompas Jogja}} = \frac{8}{7} = 1,143$$

10.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kompas Jogja} > \text{Harian Jogja} = 11 \\ \text{fr } j > i &= \text{fr Harian Jogja} > \text{Kompas Jogja} = 5 \\ \text{fr } i = j &= \text{fr Kompas Jogja} = \text{Harian Jogja} = 6 \end{aligned}$$

$$d \ i > j = \frac{\text{fr Kompas Jogja} > \text{Harian Jogja}}{\text{fr Kompas Jogja} = \text{Harian Jogja}} = \frac{11}{6} = 1,833$$

$$d \ j > i = \frac{\text{fr Harian Jogja} > \text{Kompas Jogja}}{\text{fr Kompas Jogja} = \text{Harian Jogja}} = \frac{5}{6} = 0,833$$

$$\text{Sd Kompas Jogja} > \text{Harian Jogja} = \frac{1,833}{22} = 0,0833$$

$$\text{Sd Harian Jogja} > \text{Kompas Jogja} = \frac{0,833}{22} = 0,0379$$

$$\text{Sd Kedaulatan Rakyat} > \text{Kompas Jogja} = \frac{1}{22} = 0,045$$

$$\text{Sd Kompas Jogja} > \text{Kedaulatan Rakyat} = \frac{1,143}{22} = 0,052$$

4.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kedaulatan Rakyat} > \text{Harian Jogja} = 9 \\ \text{fr } j > i &= \text{fr Harian Jogja} > \text{Kedaulatan Rakyat} = 6 \\ \text{fr } i = j &= \text{fr Kedaulatan Rakyat} = \text{Harian Jogja} = 7 \end{aligned}$$

$$d \ i > j = \frac{\text{fr Kedaulatan Rakyat} > \text{Harian Jogja}}{\text{fr Kedaulatan Rakyat} = \text{Harian Jogja}} = \frac{9}{7} = 1,286$$

$$d \ j > i = \frac{\text{fr Harian Jogja} > \text{Kedaulatan Rakyat}}{\text{fr Kedaulatan Rakyat} = \text{Harian Jogja}} = \frac{6}{7} = 0,857$$

$$\text{Sd Kedaulatan Rakyat} > \text{Harian Jogja} = \frac{1,286}{22} = 0,0585$$

$$\text{Sd Harian Jogja} > \text{Kedaulatan Rakyat} = \frac{0,857}{22} = 0,0389$$

5.

$$\begin{aligned} \text{fr } i > j &= \text{fr Radar Jogja} > \text{Bernas Jogja} = 11 \\ \text{fr } j > i &= \text{fr Bernas Jogja} > \text{Radar Jogja} = 7 \\ \text{fr } i = j &= \text{fr Radar Jogja} = \text{Bernas Jogja} = 4 \end{aligned}$$

$$d \ i > j = \frac{\text{fr Radar Jogja} > \text{Bernas Jogja}}{\text{fr Radar Jogja} = \text{Bernas Jogja}} = \frac{11}{4} = 2,75$$

$$d \ j > i = \frac{\text{fr Bernas Jogja} > \text{Radar Jogja}}{\text{fr Radar Jogja} = \text{Bernas Jogja}} = \frac{7}{4} = 1,75$$

$$\text{Sd Radar Jogja} > \text{Bernas Jogja} = \frac{2,75}{22} = 0,125$$

$$\text{Sd Bernas Jogja} > \text{Radar Jogja} = \frac{1,75}{22} = 0,0795$$

6.

$$\begin{aligned} \text{fr } i > j &= \text{fr Radar Jogja} > \text{Kompas Jogja} = 6 \\ \text{fr } j > i &= \text{fr Kompas Jogja} > \text{Radar Jogja} = 8 \\ \text{fr } i &= j = \text{fr Radar Jogja} = \text{Kompas Jogja} = 8 \end{aligned}$$

$$\begin{aligned} d \ i > j &= \frac{\text{fr Radar Jogja} > \text{Kompas Jogja}}{\text{fr Radar Jogja} = \text{Kompas Jogja}} = \frac{6}{8} = 0,75 \\ d \ j > i &= \frac{\text{fr Kompas Jogja} > \text{Radar Jogja}}{\text{fr Radar Jogja} = \text{Kompas Jogja}} = \frac{8}{8} = 1 \\ \text{Sd Radar Jogja} > \text{Kompas Jogja} &= \frac{0,75}{22} = 0,0341 \end{aligned}$$

$$\text{Sd Kompas Jogja} > \text{Radar Jogja} = \frac{1}{22} = 0,045$$

7.

$$\begin{aligned} \text{fr } i > j &= \text{fr Radar Jogja} > \text{Harian Jogja} = 10 \\ \text{fr } j > i &= \text{fr Harian Jogja} > \text{Radar Jogja} = 8 \\ \text{fr } i &= j = \text{fr Radar Jogja} = \text{Harian Jogja} = 4 \end{aligned}$$

$$\begin{aligned} d \ i > j &= \frac{\text{fr Radar Jogja} > \text{Harian Jogja}}{\text{fr Radar Jogja} = \text{Harian Jogja}} = \frac{10}{4} = 2,5 \\ d \ j > i &= \frac{\text{fr Harian Jogja} > \text{Radar Jogja}}{\text{fr Radar Jogja} = \text{Harian Jogja}} = \frac{8}{4} = 2 \\ \text{Sd Radar Jogja} > \text{Harian Jogja} &= \frac{2,5}{22} = 0,114 \end{aligned}$$

$$\text{Sd Harian Jogja} > \text{Radar Jogja} = \frac{2}{22} = 0,091$$

8.

$$\begin{aligned} \text{fr } i > j &= \text{fr Bernas Jogja} > \text{Kompas Jogja} = 6 \\ \text{fr } j > i &= \text{fr Kompas Jogja} > \text{Bernas Jogja} = 10 \\ \text{fr } i &= j = \text{fr Bernas Jogja} = \text{Kompas Jogja} = 6 \end{aligned}$$

$$d \ i > j = \frac{\text{fr Bernas Jogja} > \text{Kompas Jogja}}{\text{fr Bernas Jogja} = \text{Kompas Jogja}} = \frac{6}{6} = 1$$

$$\begin{aligned} d \ j > i &= \frac{\text{fr Kompas Jogja} > \text{Bernas Jogja}}{\text{fr Bernas Jogja} = \text{Kompas Jogja}} = \frac{10}{6} = 1,667 \\ \text{Sd Bernas Jogja} > \text{Kompas Jogja} &= \frac{1}{22} = 0,045 \end{aligned}$$

$$\text{Sd Kompas Jogja} > \text{Bernas Jogja} = \frac{1,667}{22} = 0,076$$

9.

$$\begin{aligned} \text{fr } i > j &= \text{fr Bernas Jogja} > \text{Harian Jogja} = 5 \\ \text{fr } j > i &= \text{fr Harian Jogja} > \text{Bernas Jogja} = 8 \\ \text{fr } i &= j = \text{fr Bernas Jogja} = \text{Harian Jogja} = 9 \end{aligned}$$

$$\begin{aligned} d \ i > j &= \frac{\text{fr Bernas Jogja} > \text{Harian Jogja}}{\text{fr Bernas Jogja} = \text{Harian Jogja}} = \frac{5}{9} = 0,556 \\ d \ j > i &= \frac{\text{fr Harian Jogja} > \text{Bernas Jogja}}{\text{fr Bernas Jogja} = \text{Harian Jogja}} = \frac{8}{9} = 0,889 \\ \text{Sd Bernas Jogja} > \text{Harian Jogja} &= \frac{0,556}{22} = 0,025 \end{aligned}$$

$$\text{Sd Harian Jogja} > \text{Bernas Jogja} = \frac{0,889}{22} = 0,0404$$

10.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kompas Jogja} > \text{Harian Jogja} = 8 \\ \text{fr } j > i &= \text{fr Harian Jogja} > \text{Kompas Jogja} = 3 \\ \text{fr } i &= j = \text{fr Kompas Jogja} = \text{Harian Jogja} = 11 \end{aligned}$$

$$\begin{aligned} d \ i > j &= \frac{\text{fr Kompas Jogja} > \text{Harian Jogja}}{\text{fr Kompas Jogja} = \text{Harian Jogja}} = \frac{8}{11} = 0,727 \\ d \ j > i &= \frac{\text{fr Harian Jogja} > \text{Kompas Jogja}}{\text{fr Kompas Jogja} = \text{Harian Jogja}} = \frac{3}{11} = 0,273 \\ \text{Sd Kompas Jogja} > \text{Harian Jogja} &= \frac{0,727}{22} = 0,033 \end{aligned}$$

$$\text{Sd Harian Jogja} > \text{Kompas Jogja} = \frac{0,273}{22} = 0,012$$

## Dimensi Jaminan

1.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kedaulatan Rakyat} > \text{Radar Jogja} = 16 \\ \text{fr } j > i &= \text{fr Radar Jogja} > \text{Kedaulatan Rakyat} = 2 \\ \text{fr } i &= j = \text{fr Kedaulatan Rakyat} = \text{Radar Jogja} = 4 \\ d \ i > j &= \frac{\text{fr Kedaulatan Rakyat} > \text{Radar Jogja}}{\text{fr Kedaulatan Rakyat} = \text{Radar Jogja}} = \frac{16}{4} = 4 \\ d \ j > i &= \frac{\text{fr Radar Jogja} > \text{Kedaulatan Rakyat}}{\text{fr Kedaulatan Rakyat} = \text{Radar Jogja}} = \frac{2}{4} = 0,5 \\ \text{Sd Kedaulatan Rakyat} > \text{Radar Jogja} &= \frac{4}{22} = 0,182 \end{aligned}$$

$$\text{Sd Radar Jogja} > \text{Kedaulatan Rakyat} = \frac{0,5}{22} = 0,0227$$

2.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kedaulatan Rakyat} > \text{Bernas Jogja} = 17 \\ \text{fr } j > i &= \text{fr Bernas Jogja} > \text{Kedaulatan Rakyat} = 0 \\ \text{fr } i &= j = \text{fr Kedaulatan Rakyat} = \text{Bernas Jogja} = 5 \end{aligned}$$

$$\begin{aligned} d \ i > j &= \frac{\text{fr Kedaulatan Rakyat} > \text{Bernas Jogja}}{\text{fr Kedaulatan Rakyat} = \text{Bernas Jogja}} = \frac{17}{5} = 3,4 \\ d \ j > i &= \frac{\text{fr Bernas Jogja} > \text{Kedaulatan Rakyat}}{\text{fr Kedaulatan Rakyat} = \text{Bernas Jogja}} = \frac{0}{5} = 0 \end{aligned}$$

$$\text{Sd Kedaulatan Rakyat} > \text{Bernas Jogja} = \frac{3,4}{22} = 0,155$$

$$\text{Sd Bernas Jogja} > \text{Kedaulatan Rakyat} = \frac{0}{22} = 0$$

3.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kedaulatan Rakyat} > \text{Kompas Jogja} = 9 \\ \text{fr } j > i &= \text{fr Kompas Jogja} > \text{Kedaulatan Rakyat} = 5 \\ \text{fr } i &= j = \text{fr Kedaulatan Rakyat} = \text{Kompas Jogja} = 8 \end{aligned}$$

$$d \ i > j = \frac{\text{fr Kedaulatan Rakyat} > \text{Kompas Jogja}}{\text{fr Kedaulatan Rakyat} = \text{Kompas Jogja}} = \frac{9}{8} = 1,125$$

$$d \ j > i = \frac{\text{fr Kompas Jogja} > \text{Kedaulatan Rakyat}}{\text{fr Kedaulatan Rakyat} = \text{Kompas Jogja}} = \frac{5}{8} = 0,625$$

$$\text{Sd Kedaulatan Rakyat} > \text{Kompas Jogja} = \frac{1,125}{22} = 0,051$$

$$\text{Sd Kompas Jogja} > \text{Kedaulatan Rakyat} = \frac{0,625}{22} = 0,028$$

4.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kedaulatan Rakyat} > \text{Harian Jogja} = 16 \\ \text{fr } j > i &= \text{fr Harian Jogja} > \text{Kedaulatan Rakyat} = 1 \\ \text{fr } i &= j = \text{fr Kedaulatan Rakyat} = \text{Harian Jogja} = 5 \end{aligned}$$

$$\begin{aligned} d \ i > j &= \frac{\text{fr Kedaulatan Rakyat} > \text{Harian Jogja}}{\text{fr Kedaulatan Rakyat} = \text{Harian Jogja}} = \frac{16}{5} = 3,2 \\ d \ j > i &= \frac{\text{fr Harian Jogja} > \text{Kedaulatan Rakyat}}{\text{fr Kedaulatan Rakyat} = \text{Harian Jogja}} = \frac{1}{5} = 0,2 \end{aligned}$$

$$\text{Sd Kedaulatan Rakyat} > \text{Harian Jogja} = \frac{3,2}{22} = 0,145$$

$$\text{Sd Harian Jogja} > \text{Kedaulatan Rakyat} = \frac{0,2}{22} = 0,009$$

5.

$$\begin{aligned} \text{fr } i > j &= \text{fr Radar Jogja} > \text{Bernas Jogja} = 7 \\ \text{fr } j > i &= \text{fr Bernas Jogja} > \text{Radar Jogja} = 7 \\ \text{fr } i &= j = \text{fr Radar Jogja} = \text{Bernas Jogja} = 8 \end{aligned}$$

$$\begin{aligned} d \ i > j &= \frac{\text{fr Radar Jogja} > \text{Bernas Jogja}}{\text{fr Radar Jogja} = \text{Bernas Jogja}} = \frac{7}{8} = 0,875 \\ d \ j > i &= \frac{\text{fr Bernas Jogja} > \text{Radar Jogja}}{\text{fr Radar Jogja} = \text{Bernas Jogja}} = \frac{7}{8} = 0,875 \end{aligned}$$

$$\text{Sd Radar Jogja} > \text{Bernas Jogja} = \frac{0,875}{22} = 0,0398$$

$$\text{Sd Bernas Jogja} > \text{Radar Jogja} = \frac{0,875}{22} = 0,0398$$

6.

$$\begin{aligned} \text{fr } i > j &= \text{fr Radar Jogja} > \text{Kompas Jogja} = 2 \\ \text{fr } j > i &= \text{fr Kompas Jogja} > \text{Radar Jogja} = 14 \\ \text{fr } i &= j = \text{fr Radar Jogja} = \text{Kompas Jogja} = 6 \end{aligned}$$

$$\begin{aligned} d \ i > j &= \frac{\text{fr Radar Jogja} > \text{Kompas Jogja}}{\text{fr Radar Jogja} = \text{Kompas Jogja}} = \frac{2}{6} = 0,333 \\ d \ j > i &= \frac{\text{fr Kompas Jogja} > \text{Radar Jogja}}{\text{fr Radar Jogja} = \text{Kompas Jogja}} = \frac{14}{6} = 2,333 \end{aligned}$$

$$\text{Sd Radar Jogja} > \text{Kompas Jogja} = \frac{0,333}{22} = 0,015$$

$$\text{Sd Kompas Jogja} > \text{Radar Jogja} = \frac{2,333}{22} = 0,106$$

7.

$$\begin{aligned} \text{fr } i > j &= \text{fr Radar Jogja} > \text{Harian Jogja} = 6 \\ \text{fr } j > i &= \text{fr Harian Jogja} > \text{Radar Jogja} = 10 \\ \text{fr } i &= j = \text{fr Radar Jogja} = \text{Harian Jogja} = 6 \end{aligned}$$

$$d \ i > j = \frac{\text{fr Radar Jogja} > \text{Harian Jogja}}{\text{fr Radar Jogja} = \text{Harian Jogja}} = \frac{6}{6} = 1$$

$$d \ j > i = \frac{\text{fr Harian Jogja} > \text{Radar Jogja}}{\text{fr Radar Jogja} = \text{Harian Jogja}} = \frac{10}{6} = 1,667$$

$$\text{Sd Radar Jogja} > \text{Harian Jogja} = \frac{1}{22} = 0,045$$

$$\text{Sd Harian Jogja} > \text{Radar Jogja} = \frac{1,667}{22} = 0,076$$

8.

$$\begin{aligned} \text{fr } i > j &= \text{fr Bernas Jogja} > \text{Kompas Jogja} = 0 \\ \text{fr } j > i &= \text{fr Kompas Jogja} > \text{Bernas Jogja} = 14 \\ \text{fr } i &= j = \text{fr Bernas Jogja} = \text{Kompas Jogja} = 8 \end{aligned}$$

$$d \ i > j = \frac{\text{fr Bernas Jogja} > \text{Kompas Jogja}}{\text{fr Bernas Jogja} = \text{Kompas Jogja}} = \frac{0}{8} = 0$$

$$d \ j > i = \frac{\text{fr Kompas Jogja} > \text{Bernas Jogja}}{\text{fr Bernas Jogja} = \text{Kompas Jogja}} = \frac{14}{8} = 1,75$$

$$\text{Sd Bernas Jogja} > \text{Kompas Jogja} = \frac{0}{22} = 0$$

$$\text{Sd Kompas Jogja} > \text{Bernas Jogja} = \frac{1,75}{22} = 0,0795$$

9.

$$\begin{aligned} \text{fr } i > j &= \text{fr Bernas Jogja} > \text{Harian Jogja} = 1 \\ \text{fr } j > i &= \text{fr Harian Jogja} > \text{Bernas Jogja} = 6 \\ \text{fr } i &= j = \text{fr Bernas Jogja} = \text{Harian Jogja} = 15 \end{aligned}$$

$$d \ i > j = \frac{\text{fr Bernas Jogja} > \text{Harian Jogja}}{\text{fr Bernas Jogja} = \text{Harian Jogja}} = \frac{1}{15} = 0,0667$$

$$d \ j > i = \frac{\text{fr Harian Jogja} > \text{Bernas Jogja}}{\text{fr Bernas Jogja} = \text{Harian Jogja}} = \frac{6}{15} = 0,4$$

$$\text{Sd Bernas Jogja} > \text{Harian Jogja} = \frac{0,0667}{22} = 0,003$$

$$\text{Sd Harian Jogja} > \text{Bernas Jogja} = \frac{0,4}{22} = 0,018$$

10.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kompas Jogja} > \text{Harian Jogja} = 12 \\ \text{fr } j > i &= \text{fr Harian Jogja} > \text{Kompas Jogja} = 0 \\ \text{fr } i &= j = \text{fr Kompas Jogja} = \text{Harian Jogja} = 10 \end{aligned}$$

$$d \ i > j = \frac{\text{fr Kompas Jogja} > \text{Harian Jogja}}{\text{fr Kompas Jogja} = \text{Harian Jogja}} = \frac{12}{10} = 1,2$$

$$d \ j > i = \frac{\text{fr Harian Jogja} > \text{Kompas Jogja}}{\text{fr Kompas Jogja} = \text{Harian Jogja}} = \frac{0}{10} = 0$$

$$\text{Sd Kompas Jogja} > \text{Harian Jogja} = \frac{1,2}{22} = 0,055$$

$$\text{Sd Harian Jogja} > \text{Kompas Jogja} = \frac{0}{22} = 0$$

## Dimensi Empati

1.

$$fr\ i>j = fr\ Kedaulatan\ Rakyat > Radar\ Jogja = 16$$

$$fr\ j>i = fr\ Radar\ Jogja > Kedaulatan\ Rakyat = 4$$

$$fr\ i=j = fr\ Kedaulatan\ Rakyat = Radar\ Jogja = 2$$

$$d\ i>j = \frac{fr\ Kedaulatan\ Rakyat > Radar\ Jogja}{fr\ Kedaulatan\ Rakyat = Radar\ Jogja} = \frac{16}{2} = 8$$

$$d\ j>i = \frac{fr\ Radar\ Jogja > Kedaulatan\ Rakyat}{fr\ Kedaulatan\ Rakyat = Radar\ Jogja} = \frac{4}{2} = 2$$

$$Sd\ Kedaulatan\ Rakyat > Radar\ Jogja = \frac{8}{22} = 0,364$$

$$Sd\ Radar\ Jogja > Kedaulatan\ Rakyat = \frac{2}{22} = 0,091$$

2.

$$fr\ i>j = fr\ Kedaulatan\ Rakyat > Bernas\ Jogja = 19$$

$$fr\ j>i = fr\ Bernas\ Jogja > Kedaulatan\ Rakyat = 2$$

$$fr\ i=j = fr\ Kedaulatan\ Rakyat = Bernas\ Jogja = 1$$

$$d\ i>j = \frac{fr\ Kedaulatan\ Rakyat > Bernas\ Jogja}{fr\ Kedaulatan\ Rakyat = Bernas\ Jogja} = \frac{19}{1} = 19$$

$$d\ j>i = \frac{fr\ Bernas\ Jogja > Kedaulatan\ Rakyat}{fr\ Kedaulatan\ Rakyat = Bernas\ Jogja} = \frac{2}{1} = 2$$

$$Sd\ Kedaulatan\ Rakyat > Bernas\ Jogja = \frac{19}{22} = 0,864$$

$$Sd\ Bernas > Kedaulatan\ Rakyat = \frac{2}{22} = 0,091$$

3.

$$fr\ i>j = fr\ Kedaulatan\ Rakyat > Kompas\ Jogja = 16$$

$$fr\ j>i = fr\ Kompas\ Jogja > Kedaulatan\ Rakyat = 3$$

$$fr\ i=j = fr\ Kedaulatan\ Rakyat = Kompas\ Jogja = 3$$

$$d\ i>j = \frac{fr\ Kedaulatan\ Rakyat > Kompas\ Jogja}{fr\ Kedaulatan\ Rakyat = Kompas\ Jogja} = \frac{16}{3} = 5,333$$

$$d\ j>i = \frac{fr\ Kompas\ Jogja > Kedaulatan\ Rakyat}{fr\ Kedaulatan\ Rakyat = Kompas\ Jogja} = \frac{3}{3} = 1$$

$$Sd\ Kedaulatan\ Rakyat > Kompas\ Jogja = \frac{5,333}{22} = 0,242$$

$$Sd\ Kompas\ Jogja > Kedaulatan\ Rakyat = \frac{1}{22} = 0,045$$

4.

$$fr\ i>j = fr\ Kedaulatan\ Rakyat > Harian\ Jogja = 15$$

$$fr\ j>i = fr\ Harian\ Jogja > Kedaulatan\ Rakyat = 2$$

$$fr\ i=j = fr\ Kedaulatan\ Rakyat = Harian\ Jogja = 5$$

$$d\ i>j = \frac{fr\ Kedaulatan\ Rakyat > Harian\ Jogja}{fr\ Kedaulatan\ Rakyat = Harian\ Jogja} = \frac{15}{5} = 3$$

$$d\ j>i = \frac{fr\ Harian\ Jogja > Kedaulatan\ Rakyat}{fr\ Kedaulatan\ Rakyat = Harian\ Jogja} = \frac{2}{5} = 0,4$$

$$Sd\ Kedaulatan\ Rakyat > Harian\ Jogja = \frac{3}{22} = 0,136$$

$$Sd\ Harian\ Jogja > Kedaulatan\ Rakyat = \frac{0,4}{22} = 0,018$$

5.

$$fr\ i>j = fr\ Radar\ Jogja > Bernas\ Jogja = 9$$

$$fr\ j>i = fr\ Bernas\ Jogja > Radar\ Jogja = 6$$

$$fr\ i=j = fr\ Radar\ Jogja = Bernas\ Jogja = 7$$

$$d\ i>j = \frac{fr\ Radar\ Jogja > Bernas\ Jogja}{fr\ Radar\ Jogja = Bernas\ Jogja} = \frac{9}{7} = 1,286$$

$$d\ j>i = \frac{fr\ Bernas\ Jogja > Radar\ Jogja}{fr\ Radar\ Jogja = Bernas\ Jogja} = \frac{6}{7} = 0,857$$

$$Sd\ Radar\ Jogja > Bernas\ Jogja = \frac{1,286}{22} = 0,0584$$

$$Sd\ Bernas\ Jogja > Radar\ Jogja = \frac{0,857}{22} = 0,039$$

6.

$$fr\ i>j = fr\ Radar\ Jogja > Kompas\ Jogja = 6$$

$$fr\ j>i = fr\ Kompas\ Jogja > Radar\ Jogja = 13$$

$$fr\ i=j = fr\ Radar\ Jogja = Kompas\ Jogja = 3$$

$$d\ i>j = \frac{fr\ Radar\ Jogja > Kompas\ Jogja}{fr\ Radar\ Jogja = Kompas\ Jogja} = \frac{6}{3} = 2$$

$$d\ j>i = \frac{fr\ Kompas\ Jogja > Radar\ Jogja}{fr\ Radar\ Jogja = Kompas\ Jogja} = \frac{13}{3} = 4,333$$

$$Sd\ Radar\ Jogja > Kompas\ Jogja = \frac{2}{22} = 0,091$$

$$Sd\ Kompas\ Jogja > Radar\ Jogja = \frac{4,333}{22} = 0,197$$

7.

$$fr\ i>j = fr\ Radar\ Jogja > Harian\ Jogja = 7$$

$$fr\ j>i = fr\ Harian\ Jogja > Radar\ Jogja = 12$$

$$fr\ i=j = fr\ Radar\ Jogja = Harian\ Jogja = 3$$

$$d\ i>j = \frac{fr\ Radar\ Jogja > Harian\ Jogja}{fr\ Radar\ Jogja = Harian\ Jogja} = \frac{7}{3} = 2,333$$

$$d\ j>i = \frac{fr\ Harian\ Jogja > Radar\ Jogja}{fr\ Radar\ Jogja = Harian\ Jogja} = \frac{12}{3} = 4$$

$$Sd\ Radar\ Jogja > Harian\ Jogja = \frac{2,333}{22} = 0,106$$

$$Sd\ Harian\ Jogja > Radar\ Jogja = \frac{4}{22} = 0,181$$

8.

$$fr\ i>j = fr\ Bernas\ Jogja > Kompas\ Jogja = 3$$

$$fr\ j>i = fr\ Kompas\ Jogja > Bernas\ Jogja = 16$$

$$fr\ i=j = fr\ Bernas\ Jogja = Kompas\ Jogja = 3$$

$$d\ i>j = \frac{fr\ Bernas\ Jogja > Kompas\ Jogja}{fr\ Bernas\ Jogja = Kompas\ Jogja} = \frac{3}{3} = 1$$

$$d\ j>i = \frac{fr\ Kompas\ Jogja > Bernas\ Jogja}{fr\ Bernas\ Jogja = Kompas\ Jogja} = \frac{16}{3} = 5,333$$

$$Sd\ Bernas\ Jogja > Kompas\ Jogja = \frac{1}{22} = 0,045$$

$$Sd\ Kompas\ Jogja > Bernas\ Jogja = \frac{5,333}{22} = 0,242$$



9.

$$\begin{aligned} \text{fr } i > j &= \text{fr Bernas Jogja} > \text{Harian Jogja} = 1 \\ \text{fr } j > i &= \text{fr Harian Jogja} > \text{Bernas Jogja} = 14 \\ \text{fr } i=j &= \text{fr Bernas Jogja} = \text{Harian Jogja} = 7 \end{aligned}$$

$$\begin{aligned} d \ i > j &= \frac{\text{fr Bernas Jogja} > \text{Harian Jogja}}{\text{fr Bernas Jogja} = \text{Harian Jogja}} = \frac{1}{7} = 0,143 \\ d \ j > i &= \frac{\text{fr Harian Jogja} > \text{Bernas Jogja}}{\text{fr Bernas Jogja} = \text{Harian Jogja}} = \frac{14}{7} = 2 \\ \text{Sd Bernas Jogja} > \text{Harian Jogja} &= \frac{0,143}{22} = 0,006 \end{aligned}$$

$$\text{Sd Harian Jogja} > \text{Bernas Jogja} = \frac{2}{22} = 0,091$$

10.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kompas Jogja} > \text{Harian Jogja} = 9 \\ \text{fr } j > i &= \text{fr Harian Jogja} > \text{Kompas Jogja} = 7 \\ \text{fr } i=j &= \text{fr Kompas Jogja} = \text{Harian Jogja} = 6 \end{aligned}$$

$$\begin{aligned} d \ i > j &= \frac{\text{fr Kompas Jogja} > \text{Harian Jogja}}{\text{fr Kompas Jogja} = \text{Harian Jogja}} = \frac{9}{6} = 1,5 \\ d \ j > i &= \frac{\text{fr Harian Jogja} > \text{Kompas Jogja}}{\text{fr Kompas Jogja} = \text{Harian Jogja}} = \frac{7}{6} = 1,167 \\ \text{Sd Kompas Jogja} > \text{Harian Jogja} &= \frac{1,5}{22} = 0,068 \end{aligned}$$

$$\text{Sd Harian Jogja} > \text{Kompas Jogja} = \frac{1,167}{22} = 0,053$$

## Dimensi Bukti Fisik

1.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kedaulatan Rakyat} > \text{Radar Jogja} = 16 \\ \text{fr } j > i &= \text{fr Radar Jogja} > \text{Kedaulatan Rakyat} = 1 \\ \text{fr } i=j &= \text{fr Kedaulatan Rakyat} = \text{Radar Jogja} = 5 \\ d \ i > j &= \frac{\text{fr Kedaulatan Rakyat} > \text{Radar Jogja}}{\text{fr Kedaulatan Rakyat} = \text{Radar Jogja}} = \frac{16}{5} = 3,2 \\ d \ j > i &= \frac{\text{fr Radar Jogja} > \text{Kedaulatan Rakyat}}{\text{fr Kedaulatan Rakyat} = \text{Radar Jogja}} = \frac{1}{5} = 0,2 \\ \text{Sd Kedaulatan Rakyat} > \text{Radar Jogja} &= \frac{3,2}{22} = 0,145 \end{aligned}$$

$$\text{Sd Radar Jogja} > \text{Kedaulatan Rakyat} = \frac{0,2}{22} = 0,009$$

2.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kedaulatan Rakyat} > \text{Bernas Jogja} = 16 \\ \text{fr } j > i &= \text{fr Bernas Jogja} > \text{Kedaulatan Rakyat} = 2 \\ \text{fr } i=j &= \text{fr Kedaulatan Rakyat} = \text{Bernas Jogja} = 4 \end{aligned}$$

$$\begin{aligned} d \ i > j &= \frac{\text{fr Kedaulatan Rakyat} > \text{Bernas Jogja}}{\text{fr Kedaulatan Rakyat} = \text{Bernas Jogja}} = \frac{16}{4} = 4 \\ d \ j > i &= \frac{\text{fr Bernas Jogja} > \text{Kedaulatan Rakyat}}{\text{fr Kedaulatan Rakyat} = \text{Bernas Jogja}} = \frac{2}{4} = 0,5 \\ \text{Sd Kedaulatan Rakyat} > \text{Bernas Jogja} &= \frac{4}{22} = 0,181 \end{aligned}$$

$$\text{Sd Bernas} > \text{Kedaulatan Rakyat} = \frac{0,5}{22} = 0,0227$$

3.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kedaulatan Rakyat} > \text{Kompas Jogja} = 5 \\ \text{fr } j > i &= \text{fr Kompas Jogja} > \text{Kedaulatan Rakyat} = 12 \\ \text{fr } i=j &= \text{fr Kedaulatan Rakyat} = \text{Kompas Jogja} = 5 \end{aligned}$$

$$\begin{aligned} d \ i > j &= \frac{\text{fr Kedaulatan Rakyat} > \text{Kompas Jogja}}{\text{fr Kedaulatan Rakyat} = \text{Kompas Jogja}} = \frac{5}{5} = 1 \\ d \ j > i &= \frac{\text{fr Kompas Jogja} > \text{Kedaulatan Rakyat}}{\text{fr Kedaulatan Rakyat} = \text{Kompas Jogja}} = \frac{12}{5} = 2,4 \\ \text{Sd Kedaulatan Rakyat} > \text{Kompas Jogja} &= \frac{1}{22} = 0,045 \end{aligned}$$

$$\text{Sd Kompas Jogja} > \text{Kedaulatan Rakyat} = \frac{2,4}{22} = 0,109$$

4.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kedaulatan Rakyat} > \text{Harian Jogja} = 14 \\ \text{fr } j > i &= \text{fr Harian Jogja} > \text{Kedaulatan Rakyat} = 3 \\ \text{fr } i=j &= \text{fr Kedaulatan Rakyat} = \text{Harian Jogja} = 5 \end{aligned}$$

$$\begin{aligned} d \ i > j &= \frac{\text{fr Kedaulatan Rakyat} > \text{Harian Jogja}}{\text{fr Kedaulatan Rakyat} = \text{Harian Jogja}} = \frac{14}{5} = 2,8 \\ d \ j > i &= \frac{\text{fr Harian Jogja} > \text{Kedaulatan Rakyat}}{\text{fr Kedaulatan Rakyat} = \text{Harian Jogja}} = \frac{3}{5} = 0,6 \\ \text{Sd Kedaulatan Rakyat} > \text{Harian Jogja} &= \frac{2,8}{22} = 0,127 \end{aligned}$$

$$\text{Sd Harian Jogja} > \text{Kedaulatan Rakyat} = \frac{0,6}{22} = 0,027$$

5.

$$\begin{aligned} \text{fr } i > j &= \text{fr Radar Jogja} > \text{Bernas Jogja} = 8 \\ \text{fr } j > i &= \text{fr Bernas Jogja} > \text{Radar Jogja} = 3 \\ \text{fr } i=j &= \text{fr Radar Jogja} = \text{Bernas Jogja} = 11 \end{aligned}$$

$$\begin{aligned} d \ i > j &= \frac{\text{fr Radar Jogja} > \text{Bernas Jogja}}{\text{fr Radar Jogja} = \text{Bernas Jogja}} = \frac{8}{11} = 0,727 \\ d \ j > i &= \frac{\text{fr Bernas Jogja} > \text{Radar Jogja}}{\text{fr Radar Jogja} = \text{Bernas Jogja}} = \frac{3}{11} = 0,272 \\ \text{Sd Radar Jogja} > \text{Bernas Jogja} &= \frac{0,727}{22} = 0,033 \end{aligned}$$

$$\text{Sd Bernas Jogja} > \text{Radar Jogja} = \frac{0,272}{22} = 0,0124$$

6.

$$\begin{aligned} \text{fr } i > j &= \text{fr Radar Jogja} > \text{Kompas Jogja} = 1 \\ \text{fr } j > i &= \text{fr Kompas Jogja} > \text{Radar Jogja} = 18 \\ \text{fr } i=j &= \text{fr Radar Jogja} = \text{Kompas Jogja} = 3 \end{aligned}$$

$$d i > j = \frac{fr \text{ Radar Jogja } > \text{Kompas Jogja}}{fr \text{ Radar Jogja} = \text{Kompas Jogja}} = \frac{1}{3} = 0,333$$

$$d j > i = \frac{fr \text{ Kompas Jogja } > \text{Radar Jogja}}{fr \text{ Radar Jogja} = \text{Kompas Jogja}} = \frac{18}{3} = 6$$

$$Sd \text{ Radar Jogja } > \text{Kompas Jogja} = \frac{0,333}{22} = 0,015$$

$$Sd \text{ Kompas Jogja } > \text{Radar Jogja} = \frac{6}{22} = 0,272$$

7.

$$fr i > j = fr \text{ Radar Jogja} > \text{Harian Jogja} = 5$$

$$fr j > i = fr \text{ Harian Jogja} > \text{Radar Jogja} = 6$$

$$fr i = j = fr \text{ Radar Jogja} = \text{Harian Jogja} = 11$$

$$d i > j = \frac{fr \text{ Radar Jogja } > \text{Harian Jogja}}{fr \text{ Radar Jogja} = \text{Harian Jogja}} = \frac{5}{11} = 0,45$$

$$d j > i = \frac{fr \text{ Harian Jogja } > \text{Radar Jogja}}{fr \text{ Radar Jogja} = \text{Harian Jogja}} = \frac{6}{11} = 0,55$$

$$Sd \text{ Radar Jogja } > \text{Harian Jogja} = \frac{0,45}{22} = 0,021$$

$$Sd \text{ Harian Jogja } > \text{Radar Jogja} = \frac{0,55}{22} = 0,023$$

8.

$$fr i > j = fr \text{ Bernas Jogja} > \text{Kompas Jogja} = 0$$

$$fr j > i = fr \text{ Kompas Jogja} > \text{Bernas Jogja} = 20$$

$$fr i = j = fr \text{ Bernas Jogja} = \text{Kompas Jogja} = 2$$

$$d i > j = \frac{fr \text{ Bernas Jogja } > \text{Kompas Jogja}}{fr \text{ Bernas Jogja} = \text{Kompas Jogja}} = \frac{0}{2} = 0$$

$$d j > i = \frac{fr \text{ Kompas Jogja } > \text{Bernas Jogja}}{fr \text{ Bernas Jogja} = \text{Kompas Jogja}} = \frac{20}{2} = 10$$

$$Sd \text{ Bernas Jogja } > \text{Kompas Jogja} = \frac{0}{22} = 0$$

$$Sd \text{ Kompas Jogja } > \text{Bernas Jogja} = \frac{10}{22} = 0,455$$

9.

$$fr i > j = fr \text{ Bernas Jogja} > \text{Harian Jogja} = 0$$

$$fr j > i = fr \text{ Harian Jogja} > \text{Bernas Jogja} = 5$$

$$fr i = j = fr \text{ Bernas Jogja} = \text{Harian Jogja} = 17$$

$$d i > j = \frac{fr \text{ Bernas Jogja } > \text{Harian Jogja}}{fr \text{ Bernas Jogja} = \text{Harian Jogja}} = \frac{0}{17} = 0$$

$$d j > i = \frac{fr \text{ Harian Jogja } > \text{Bernas Jogja}}{fr \text{ Bernas Jogja} = \text{Harian Jogja}} = \frac{5}{17} = 0,294$$

$$Sd \text{ Bernas Jogja } > \text{Harian Jogja} = \frac{0}{22} = 0$$

$$Sd \text{ Harian Jogja } > \text{Bernas Jogja} = \frac{0,294}{22} = 0,013$$

10.

$$fr i > j = fr \text{ Kompas Jogja} > \text{Harian Jogja} = 18$$

$$fr j > i = fr \text{ Harian Jogja} > \text{Kompas Jogja} = 0$$

$$fr i = j = fr \text{ Kompas Jogja} = \text{Harian Jogja} = 4$$

$$d i > j = \frac{fr \text{ Kompas Jogja } > \text{Harian Jogja}}{fr \text{ Kompas Jogja} = \text{Harian Jogja}} = \frac{18}{4} = 4,5$$

$$d j > i = \frac{fr \text{ Harian Jogja } > \text{Kompas Jogja}}{fr \text{ Kompas Jogja} = \text{Harian Jogja}} = \frac{0}{4} = 0$$

$$Sd \text{ Kompas Jogja } > \text{Harian Jogja} = \frac{4,5}{22} = 0,205$$

$$Sd \text{ Harian Jogja } > \text{Kompas Jogja} = \frac{0}{22} = 0$$

### Superiority Direction Total Dimensi

1.

$$fr i > j = fr \text{ Kedaulatan Rakyat} > \text{Radar Jogja} = 21$$

$$fr j > i = fr \text{ Radar Jogja} > \text{Kedaulatan Rakyat} = 1$$

$$fr i = j = fr \text{ Kedaulatan Rakyat} = \text{Radar Jogja} = 0$$

$$d i > j = \frac{fr \text{ Kedaulatan Rakyat } > \text{Radar Jogja}}{fr \text{ Kedaulatan Rakyat} = \text{Radar Jogja}} = \frac{21}{0} = 0$$

$$d j > i = \frac{fr \text{ Radar Jogja } > \text{Kedaulatan Rakyat}}{fr \text{ Kedaulatan Rakyat} = \text{Radar Jogja}} = \frac{1}{0} = 0$$

$$Sd \text{ Kedaulatan Rakyat } > \text{Radar Jogja} = \frac{0}{22} = 0$$

$$Sd \text{ Radar Jogja } > \text{Kedaulatan Rakyat} = \frac{0}{22} = 0$$

2.

$$fr i > j = fr \text{ Kedaulatan Rakyat} > \text{Bernas Jogja} = 20$$

$$fr j > i = fr \text{ Bernas Jogja} > \text{Kedaulatan Rakyat} = 2$$

$$fr i = j = fr \text{ Kedaulatan Rakyat} = \text{Bernas Jogja} = 0$$

$$d i > j = \frac{fr \text{ Kedaulatan Rakyat } > \text{Bernas Jogja}}{fr \text{ Kedaulatan Rakyat} = \text{Bernas Jogja}} = \frac{20}{0} = 0$$

$$d j > i = \frac{fr \text{ Bernas Jogja } > \text{Kedaulatan Rakyat}}{fr \text{ Kedaulatan Rakyat} = \text{Bernas Jogja}} = \frac{2}{0} = 0$$

$$Sd \text{ Kedaulatan Rakyat } > \text{Bernas Jogja} = \frac{4}{22} = 0$$

$$Sd \text{ Bernas } > \text{Kedaulatan Rakyat} = \frac{0,5}{22} = 0$$

3.

$$fr i > j = fr \text{ Kedaulatan Rakyat} > \text{Kompas Jogja} = 15$$

$$fr j > i = fr \text{ Kompas Jogja} > \text{Kedaulatan Rakyat} = 6$$

$$fr i = j = fr \text{ Kedaulatan Rakyat} = \text{Kompas Jogja} = 1$$

$$d i > j = \frac{fr \text{ Kedaulatan Rakyat } > \text{Kompas Jogja}}{fr \text{ Kedaulatan Rakyat} = \text{Kompas Jogja}} = \frac{15}{1} = 1$$

$$d j > i = \frac{fr \text{ Kompas Jogja } > \text{Kedaulatan Rakyat}}{fr \text{ Kedaulatan Rakyat} = \text{Kompas Jogja}} = \frac{6}{1} = 6$$

$$Sd \text{ Kedaulatan Rakyat } > \text{Kompas Jogja} = \frac{15}{22} = 0,681818$$

$$Sd \text{ Kompas Jogja } > \text{Kedaulatan Rakyat} = \frac{6}{22} = 0,272727$$

4.

$$fr i > j = fr \text{ Kedaulatan Rakyat} > \text{Harian Jogja} = 20$$

$$fr j > i = fr \text{ Harian Jogja} > \text{Kedaulatan Rakyat} = 2$$

$$fr i = j = fr \text{ Kedaulatan Rakyat} = \text{Harian Jogja} = 0$$

$$d i > j = \frac{fr \text{ Kedaulatan Rakyat } > \text{Harian Jogja}}{fr \text{ Kedaulatan Rakyat} = \text{Harian Jogja}} = \frac{14}{5} = 0$$

$$d j > i = \frac{fr \text{ Harian Jogja } > \text{Kedaulatan Rakyat}}{fr \text{ Kedaulatan Rakyat} = \text{Harian Jogja}} = \frac{3}{5} = 0$$

$$\text{Sd Kedaulatan Rakyat} > \text{Harian Jogja} = \frac{2,8}{22} = 0$$

$$\text{Sd Harian Jogja} > \text{Kedaulatan Rakyat} = \frac{0,6}{22} = 0$$

5.

$$\text{fr } i > j = \text{fr Radar Jogja} > \text{Bernas Jogja} = 14$$

$$\text{fr } j > i = \text{fr Bernas Jogja} > \text{Radar Jogja} = 7$$

$$\text{fr } i = j = \text{fr Radar Jogja} = \text{Bernas Jogja} = 1$$

$$d \ i > j = \frac{\text{fr Radar Jogja} > \text{Bernas Jogja}}{\text{fr Radar Jogja} = \text{Bernas Jogja}} = \frac{14}{1} = 14$$

$$d \ j > i = \frac{\text{fr Bernas Jogja} > \text{Radar Jogja}}{\text{fr Radar Jogja} = \text{Bernas Jogja}} = \frac{7}{1} = 7$$

$$\text{Sd Radar Jogja} > \text{Bernas Jogja} = \frac{14}{22} = 0,636364$$

$$\text{Sd Bernas Jogja} > \text{Radar Jogja} = \frac{7}{22} = 0,318182$$

6.

$$\text{fr } i > j = \text{fr Radar Jogja} > \text{Kompas Jogja} = 4$$

$$\text{fr } j > i = \text{fr Kompas Jogja} > \text{Radar Jogja} = 17$$

$$\text{fr } i = j = \text{fr Radar Jogja} = \text{Kompas Jogja} = 1$$

$$d \ i > j = \frac{\text{fr Radar Jogja} > \text{Kompas Jogja}}{\text{fr Radar Jogja} = \text{Kompas Jogja}} = \frac{4}{1} = 4$$

$$d \ j > i = \frac{\text{fr Kompas Jogja} > \text{Radar Jogja}}{\text{fr Radar Jogja} = \text{Kompas Jogja}} = \frac{17}{1} = 17$$

$$\text{Sd Radar Jogja} > \text{Kompas Jogja} = \frac{4}{22} = 0,181818$$

$$\text{Sd Kompas Jogja} > \text{Radar Jogja} = \frac{17}{22} = 0,772727$$

7.

$$\text{fr } i > j = \text{fr Radar Jogja} > \text{Harian Jogja} = 8$$

$$\text{fr } j > i = \text{fr Harian Jogja} > \text{Radar Jogja} = 12$$

$$\text{fr } i = j = \text{fr Radar Jogja} = \text{Harian Jogja} = 2$$

$$d \ i > j = \frac{\text{fr Radar Jogja} > \text{Harian Jogja}}{\text{fr Radar Jogja} = \text{Harian Jogja}} = \frac{8}{2} = 4$$

$$d \ j > i = \frac{\text{fr Harian Jogja} > \text{Radar Jogja}}{\text{fr Radar Jogja} = \text{Harian Jogja}} = \frac{12}{2} = 6$$

$$\text{Sd Radar Jogja} > \text{Harian Jogja} = \frac{4}{22} = 0,181818$$

$$\text{Sd Harian Jogja} > \text{Radar Jogja} = \frac{6}{22} = 0,272727$$

8.

$$\text{fr } i > j = \text{fr Bernas Jogja} > \text{Kompas Jogja} = 2$$

$$\text{fr } j > i = \text{fr Kompas Jogja} > \text{Bernas Jogja} = 20$$

$$\text{fr } i = j = \text{fr Bernas Jogja} = \text{Kompas Jogja} = 0$$

$$d \ i > j = \frac{\text{fr Bernas Jogja} > \text{Kompas Jogja}}{\text{fr Bernas Jogja} = \text{Kompas Jogja}} = \frac{0}{2} = 0$$

$$d \ j > i = \frac{\text{fr Kompas Jogja} > \text{Bernas Jogja}}{\text{fr Bernas Jogja} = \text{Kompas Jogja}} = \frac{20}{2} = 10$$

$$\text{Sd Bernas Jogja} > \text{Kompas Jogja} = \frac{0}{22} = 0$$

$$\text{Sd Kompas Jogja} > \text{Bernas Jogja} = \frac{10}{22} = 0$$

9.

$$\text{fr } i > j = \text{fr Bernas Jogja} > \text{Harian Jogja} = 5$$

$$\text{fr } j > i = \text{fr Harian Jogja} > \text{Bernas Jogja} = 15$$

$$\text{fr } i = j = \text{fr Bernas Jogja} = \text{Harian Jogja} = 2$$

$$d \ i > j = \frac{\text{fr Bernas Jogja} > \text{Harian Jogja}}{\text{fr Bernas Jogja} = \text{Harian Jogja}} = \frac{5}{2} = 2,5$$

$$d \ j > i = \frac{\text{fr Harian Jogja} > \text{Bernas Jogja}}{\text{fr Bernas Jogja} = \text{Harian Jogja}} = \frac{15}{2} = 7,5$$

$$\text{Sd Bernas Jogja} > \text{Harian Jogja} = \frac{2,5}{22} = 0,113636$$

$$\text{Sd Harian Jogja} > \text{Bernas Jogja} = \frac{7,5}{22} = 0,340909$$

10.

$$\text{fr } i > j = \text{fr Kompas Jogja} > \text{Harian Jogja} = 19$$

$$\text{fr } j > i = \text{fr Harian Jogja} > \text{Kompas Jogja} = 3$$

$$\text{fr } i = j = \text{fr Kompas Jogja} = \text{Harian Jogja} = 0$$

$$d \ i > j = \frac{\text{fr Kompas Jogja} > \text{Harian Jogja}}{\text{fr Kompas Jogja} = \text{Harian Jogja}} = \frac{19}{0} = 0$$

$$d \ j > i = \frac{\text{fr Harian Jogja} > \text{Kompas Jogja}}{\text{fr Kompas Jogja} = \text{Harian Jogja}} = \frac{3}{0} = 0$$

$$\text{Sd Kompas Jogja} > \text{Harian Jogja} = \frac{4,5}{22} = 0$$

$$\text{Sd Harian Jogja} > \text{Kompas Jogja} = \frac{0}{22} = 0$$

## Perhitungan *Superiority Magnitude* pada Dimensi Reliabilitas

1.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kedaulatan Rakyat} > \text{Radar Jogja} = 19 \\ \text{fr } j > i &= \text{fr Radar Jogja} > \text{Kedaulatan Rakyat} = 1 \\ \text{fr } i = j &= \text{fr Kedaulatan Rakyat} = \text{Radar Jogja} = 2 \\ \text{Sm } i > j &= \frac{\sum \text{fr Kedaulatan Rakyat} > \text{Radar Jogja}}{\text{fr Kedaulatan Rakyat} > \text{Radar Jogja}} = \frac{218}{19} = 11,473 \end{aligned}$$

$$\text{Sm } j > i = \frac{\sum \text{fr Radar Jogja} > \text{Kedaulatan Rakyat}}{\text{fr Radar Jogja} > \text{Kedaulatan Rakyat}} = \frac{10}{1} = 10$$

$$\text{Sm } i = j = \frac{\sum \text{fr Kedaulatan Rakyat} = \text{Radar Jogja}}{\text{fr Kedaulatan Rakyat} = \text{Radar Jogja}} = \frac{21}{2} = 10,5$$

2.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kedaulatan Rakyat} > \text{Bernas Jogja} = 21 \\ \text{fr } j > i &= \text{fr Bernas Jogja} > \text{Kedaulatan Rakyat} = 0 \\ \text{fr } i = j &= \text{fr Kedaulatan Rakyat} = \text{Bernas Jogja} = 1 \\ \text{Sm } i > j &= \frac{\sum \text{fr Kedaulatan Rakyat} > \text{Bernas Jogja}}{\text{fr Kedaulatan Rakyat} > \text{Bernas Jogja}} = \frac{236}{21} = 11,238 \end{aligned}$$

$$\text{Sm } j > i = \frac{\sum \text{fr Bernas Jogja} > \text{Kedaulatan Rakyat}}{\text{fr Bernas Jogja} > \text{Kedaulatan Rakyat}} = \frac{0}{0} = 0$$

$$\text{Sm } i = j = \frac{\sum \text{fr Kedaulatan Rakyat} = \text{Bernas Jogja}}{\text{fr Kedaulatan Rakyat} = \text{Bernas Jogja}} = \frac{12}{1} = 12$$

3.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kedaulatan Rakyat} > \text{Kompas Jogja} = 12 \\ \text{fr } j > i &= \text{fr Kompas Jogja} > \text{Kedaulatan Rakyat} = 1 \\ \text{fr } i = j &= \text{fr Kedaulatan Rakyat} = \text{Kompas Jogja} = 9 \\ \text{Sm } i > j &= \frac{\sum \text{fr Kedaulatan Rakyat} > \text{Kompas Jogja}}{\text{fr Kedaulatan Rakyat} > \text{Kompas Jogja}} = \frac{139}{12} = 11,583 \end{aligned}$$

$$\text{Sm } j > i = \frac{\sum \text{fr Kompas Jogja} > \text{Kedaulatan Rakyat}}{\text{fr Kompas Jogja} > \text{Kedaulatan Rakyat}} = \frac{12}{1} = 12$$

$$\text{Sm } i = j = \frac{\sum \text{fr Kedaulatan Rakyat} = \text{Kompas Jogja}}{\text{fr Kedaulatan Rakyat} = \text{Kompas Jogja}} = \frac{98}{9} = 10,889$$

4.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kedaulatan Rakyat} > \text{Harian Jogja} = 19 \\ \text{fr } j > i &= \text{fr Harian Jogja} > \text{Kedaulatan Rakyat} = 0 \\ \text{fr } i = j &= \text{fr Kedaulatan Rakyat} = \text{Harian Jogja} = 3 \\ \text{Sm } i > j &= \frac{\sum \text{fr Kedaulatan Rakyat} > \text{Harian Jogja}}{\text{fr Kedaulatan Rakyat} > \text{Harian Jogja}} = \frac{215}{19} = 11,316 \end{aligned}$$

$$\text{Sm } j > i = \frac{\sum \text{fr Harian Jogja} > \text{Kedaulatan Rakyat}}{\text{fr Harian Jogja} > \text{Kedaulatan Rakyat}} = \frac{0}{0} = 0$$

$$\text{Sm } i = j = \frac{\sum \text{fr Kedaulatan Rakyat} = \text{Harian Jogja}}{\text{fr Kedaulatan Rakyat} = \text{Harian Jogja}} = \frac{33}{3} = 11$$

5.

$$\begin{aligned} \text{fr } i > j &= \text{fr Radar Jogja} > \text{Bernas Jogja} = 6 \\ \text{fr } j > i &= \text{fr Bernas Jogja} > \text{Radar Jogja} = 9 \\ \text{fr } i = j &= \text{fr Radar Jogja} = \text{Bernas Jogja} = 7 \\ \text{Sm } i > j &= \frac{\sum \text{fr Radar Jogja} > \text{Bernas Jogja}}{\text{fr Radar Jogja} > \text{Bernas Jogja}} = \frac{59}{6} = 9,833 \end{aligned}$$

$$\text{Sm } j > i = \frac{\sum \text{fr Bernas Jogja} > \text{Radar Jogja}}{\text{fr Bernas Jogja} > \text{Radar Jogja}} = \frac{86}{9} = 9,556$$

$$\text{Sm } i = j = \frac{\sum \text{fr Radar Jogja} = \text{Bernas Jogja}}{\text{fr Radar Jogja} = \text{Bernas Jogja}} = \frac{63}{7} = 9$$

6.

$$\begin{aligned} \text{fr } i > j &= \text{fr Radar Jogja} > \text{Kompas Jogja} = 3 \\ \text{fr } j > i &= \text{fr Kompas Jogja} > \text{Radar Jogja} = 13 \\ \text{fr } i = j &= \text{fr Radar Jogja} = \text{Kompas Jogja} = 6 \\ \text{Sm } i > j &= \frac{\sum \text{fr Radar Jogja} > \text{Kompas Jogja}}{\text{fr Radar Jogja} > \text{Kompas Jogja}} = \frac{32}{3} = 10,667 \end{aligned}$$

$$\text{Sm } j > i = \frac{\sum \text{fr Kompas Jogja} > \text{Radar Jogja}}{\text{fr Kompas Jogja} > \text{Radar Jogja}} = \frac{139}{13} = 10,692$$

$$\text{Sm } i = j = \frac{\sum \text{fr Radar Jogja} = \text{Kompas Jogja}}{\text{fr Radar Jogja} = \text{Kompas Jogja}} = \frac{54}{6} = 9$$

7.

$$\begin{aligned} \text{fr } i > j &= \text{fr Radar Jogja} > \text{Harian Jogja} = 4 \\ \text{fr } j > i &= \text{fr Harian Jogja} > \text{Radar Jogja} = 9 \\ \text{fr } i = j &= \text{fr Radar Jogja} = \text{Harian Jogja} = 9 \\ \text{Sm } i > j &= \frac{\sum \text{fr Radar Jogja} > \text{Harian Jogja}}{\text{fr Radar Jogja} > \text{Harian Jogja}} = \frac{41}{4} = 10,25 \end{aligned}$$

$$\text{Sm } j > i = \frac{\sum \text{fr Harian Jogja} > \text{Radar Jogja}}{\text{fr Harian Jogja} > \text{Radar Jogja}} = \frac{92}{9} = 10,222$$

$$\text{Sm } i = j = \frac{\sum \text{fr Radar Jogja} = \text{Harian Jogja}}{\text{fr Radar Jogja} = \text{Harian Jogja}} = \frac{81}{9} = 9$$

8.

$$\begin{aligned} \text{fr } i > j &= \text{fr Bernas Jogja} > \text{Kompas Jogja} = 2 \\ \text{fr } j > i &= \text{fr Kompas Jogja} > \text{Bernas Jogja} = 16 \\ \text{fr } i = j &= \text{fr Bernas Jogja} = \text{Kompas Jogja} = 4 \\ \text{Sm } i > j &= \frac{\sum \text{fr Bernas Jogja} > \text{Kompas Jogja}}{\text{fr Bernas Jogja} > \text{Kompas Jogja}} = \frac{22}{2} = 11 \end{aligned}$$

$$\text{Sm } j > i = \frac{\sum \text{fr Kompas Jogja} > \text{Bernas Jogja}}{\text{fr Kompas Jogja} > \text{Bernas Jogja}} = \frac{167}{16} = 10,438$$

$$\text{Sm } i = j = \frac{\sum \text{fr Bernas Jogja} = \text{Kompas Jogja}}{\text{fr Bernas Jogja} = \text{Kompas Jogja}} = \frac{36}{4} = 9$$

9.

$$\begin{aligned} \text{fr } i > j &= \text{fr Bernas Jogja} > \text{Harian Jogja} = 2 \\ \text{fr } j > i &= \text{fr Harian Jogja} > \text{Bernas Jogja} = 9 \\ \text{fr } i = j &= \text{fr Bernas Jogja} = \text{Harian Jogja} = 11 \\ \text{Sm } i > j &= \frac{\sum \text{fr Bernas Jogja} > \text{Harian Jogja}}{\text{fr Bernas Jogja} > \text{Harian Jogja}} = \frac{20}{2} = 10 \end{aligned}$$

$$\text{Sm } j > i = \frac{\sum \text{fr Harian Jogja} > \text{Bernas Jogja}}{\text{fr Harian Jogja} > \text{Bernas Jogja}} = \frac{101}{9} = 11,222$$

$$\text{Sm } i = j = \frac{\sum \text{fr Bernas Jogja} = \text{Harian Jogja}}{\text{fr Bernas Jogja} = \text{Harian Jogja}} = \frac{99}{11} = 9$$

10.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kompas Jogja} > \text{Harian Jogja} = 11 \\ \text{fr } j > i &= \text{fr Harian Jogja} > \text{Kompas Jogja} = 5 \\ \text{fr } i = j &= \text{fr Kompas Jogja} = \text{Harian Jogja} = 6 \\ \text{Sm } i > j &= \frac{\sum \text{fr Kompas Jogja} > \text{Harian Jogja}}{\text{fr Kompas Jogja} > \text{Harian Jogja}} = \frac{120}{11} = 10,909 \end{aligned}$$

$$\text{Sm } j > i = \frac{\sum \text{fr Harian Jogja} > \text{Kompas Jogja}}{\text{fr Harian Jogja} > \text{Kompas Jogja}} = \frac{50}{5} = 10$$

$$\text{Sm } i = j = \frac{\sum \text{fr Kompas Jogja} = \text{Harian Jogja}}{\text{fr Kompas Jogja} = \text{Harian Jogja}} = \frac{58}{6} = 9,667$$

## Dimensi Daya Tanggap

1.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kedaulatan Rakyat} > \text{Radar Jogja} = 9 \\ \text{fr } j > i &= \text{fr Radar Jogja} > \text{Kedaulatan Rakyat} = 6 \\ \text{fr } i = j &= \text{fr Kedaulatan Rakyat} = \text{Radar Jogja} = 7 \\ \text{Sm } i > j &= \frac{\sum \text{fr Kedaulatan Rakyat} > \text{Radar Jogja}}{\text{fr Kedaulatan Rakyat} > \text{Radar Jogja}} = \frac{126}{9} = 14 \end{aligned}$$

$$\text{Sm } j > i = \frac{\sum \text{fr Radar Jogja} > \text{Kedaulatan Rakyat}}{\text{fr Radar Jogja} > \text{Kedaulatan Rakyat}} = \frac{80}{6} = 13,333$$

$$\text{Sm } i = j = \frac{\sum \text{fr Kedaulatan Rakyat} = \text{Radar Jogja}}{\text{fr Kedaulatan Rakyat} = \text{Radar Jogja}} = \frac{91}{7} = 13$$

2.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kedaulatan Rakyat} > \text{Bernas Jogja} = 11 \\ \text{fr } j > i &= \text{fr Bernas Jogja} > \text{Kedaulatan Rakyat} = 3 \\ \text{fr } i = j &= \text{fr Kedaulatan Rakyat} = \text{Bernas Jogja} = 8 \\ \text{Sm } i > j &= \frac{\sum \text{fr Kedaulatan Rakyat} > \text{Bernas Jogja}}{\text{fr Kedaulatan Rakyat} > \text{Bernas Jogja}} = \frac{151}{11} = 13,727 \end{aligned}$$

$$\text{Sm } j > i = \frac{\sum \text{fr Bernas Jogja} > \text{Kedaulatan Rakyat}}{\text{fr Bernas Jogja} > \text{Kedaulatan Rakyat}} = \frac{44}{3} = 14,667$$

$$\text{Sm } i = j = \frac{\sum \text{fr Kedaulatan Rakyat} = \text{Bernas Jogja}}{\text{fr Kedaulatan Rakyat} = \text{Bernas Jogja}} = \frac{99}{8} = 12,375$$

3.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kedaulatan Rakyat} > \text{Kompas Jogja} = 7 \\ \text{fr } j > i &= \text{fr Kompas Jogja} > \text{Kedaulatan Rakyat} = 8 \\ \text{fr } i = j &= \text{fr Kedaulatan Rakyat} = \text{Kompas Jogja} = 7 \\ \text{Sm } i > j &= \frac{\sum \text{fr Kedaulatan Rakyat} > \text{Kompas Jogja}}{\text{fr Kedaulatan Rakyat} > \text{Kompas Jogja}} = \frac{98}{7} = 14 \end{aligned}$$

$$\text{Sm } j > i = \frac{\sum \text{fr Kompas Jogja} > \text{Kedaulatan Rakyat}}{\text{fr Kompas Jogja} > \text{Kedaulatan Rakyat}} = \frac{115}{8} = 14,375$$

$$\text{Sm } i = j = \frac{\sum \text{fr Kedaulatan Rakyat} = \text{Kompas Jogja}}{\text{fr Kedaulatan Rakyat} = \text{Kompas Jogja}} = \frac{91}{7} = 13$$

4.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kedaulatan Rakyat} > \text{Harian Jogja} = 9 \\ \text{fr } j > i &= \text{fr Harian Jogja} > \text{Kedaulatan Rakyat} = 6 \\ \text{fr } i = j &= \text{fr Kedaulatan Rakyat} = \text{Harian Jogja} = 7 \\ \text{Sm } i > j &= \frac{\sum \text{fr Kedaulatan Rakyat} > \text{Harian Jogja}}{\text{fr Kedaulatan Rakyat} > \text{Harian Jogja}} = \frac{127}{9} = 14,111 \end{aligned}$$

$$\text{Sm } j > i = \frac{\sum \text{fr Harian Jogja} > \text{Kedaulatan Rakyat}}{\text{fr Harian Jogja} > \text{Kedaulatan Rakyat}} = \frac{87}{6} = 14,5$$

$$\text{Sm } i = j = \frac{\sum \text{fr Kedaulatan Rakyat} = \text{Harian Jogja}}{\text{fr Kedaulatan Rakyat} = \text{Harian Jogja}} = \frac{86}{7} = 12,286$$

5.

$$\begin{aligned} \text{fr } i > j &= \text{fr Radar Jogja} > \text{Bernas Jogja} = 11 \\ \text{fr } j > i &= \text{fr Bernas Jogja} > \text{Radar Jogja} = 7 \\ \text{fr } i = j &= \text{fr Radar Jogja} = \text{Bernas Jogja} = 4 \\ \text{Sm } i > j &= \frac{\sum \text{fr Radar Jogja} > \text{Bernas Jogja}}{\text{fr Radar Jogja} > \text{Bernas Jogja}} = \frac{133}{11} = 12,091 \end{aligned}$$

$$\text{Sm } j > i = \frac{\sum \text{fr Bernas Jogja} > \text{Radar Jogja}}{\text{fr Bernas Jogja} > \text{Radar Jogja}} = \frac{97}{7} = 13,857$$

$$\text{Sm } i = j = \frac{\sum \text{fr Radar Jogja} = \text{Bernas Jogja}}{\text{fr Radar Jogja} = \text{Bernas Jogja}} = \frac{46}{4} = 11,5$$

6.

$$\begin{aligned} \text{fr } i > j &= \text{fr Radar Jogja} > \text{Kompas Jogja} = 6 \\ \text{fr } j > i &= \text{fr Kompas Jogja} > \text{Radar Jogja} = 8 \\ \text{fr } i = j &= \text{fr Radar Jogja} = \text{Kompas Jogja} = 8 \end{aligned}$$

$$Sm\ i>j = \frac{\sum fr\ Radar\ Jogja > Kompas\ Jogja}{fr\ Radar\ Jogja > Kompas\ Jogja} = \frac{77}{6} = 12,833$$

$$Sm\ j>i = \frac{\sum fr\ Kompas\ Jogja > Radar\ Jogja}{fr\ Kompas\ Jogja > Radar\ Jogja} = \frac{117}{8} = 14,625$$

$$Sm\ i=j = \frac{\sum fr\ Radar\ Jogja = Kompas\ Jogja}{fr\ Radar\ Jogja = Kompas\ Jogja} = \frac{105}{8} = 13,125$$

7.

$$fr\ i>j = fr\ Radar\ Jogja > Harian\ Jogja = 10$$

$$fr\ j>i = fr\ Harian\ Jogja > Radar\ Jogja = 8$$

$$fr\ i=j = fr\ Radar\ Jogja = Harian\ Jogja = 4$$

$$Sm\ i>j = \frac{\sum fr\ Radar\ Jogja > Harian\ Jogja}{fr\ Radar\ Jogja > Harian\ Jogja} = \frac{131}{10} = 13,1$$

$$Sm\ j>i = \frac{\sum fr\ Harian\ Jogja > Radar\ Jogja}{fr\ Harian\ Jogja > Radar\ Jogja} = \frac{116}{8} = 14,5$$

$$Sm\ i=j = \frac{\sum fr\ Radar\ Jogja = Harian\ Jogja}{fr\ Radar\ Jogja = Harian\ Jogja} = \frac{48}{4} = 12$$

8.

$$fr\ i>j = fr\ Bernas\ Jogja > Kompas\ Jogja = 6$$

$$fr\ j>i = fr\ Kompas\ Jogja > Bernas\ Jogja = 10$$

$$fr\ i=j = fr\ Bernas\ Jogja = Kompas\ Jogja = 6$$

$$Sm\ i>j = \frac{\sum fr\ Bernas\ Jogja > Kompas\ Jogja}{fr\ Bernas\ Jogja > Kompas\ Jogja} = \frac{77}{6} = 12,833$$

$$Sm\ j>i = \frac{\sum fr\ Kompas\ Jogja > Bernas\ Jogja}{fr\ Kompas\ Jogja > Bernas\ Jogja} = \frac{143}{10} = 14,3$$

$$Sm\ i=j = \frac{\sum fr\ Bernas\ Jogja = Kompas\ Jogja}{fr\ Bernas\ Jogja = Kompas\ Jogja} = \frac{75}{6} = 12,5$$

9.

$$fr\ i>j = fr\ Bernas\ Jogja > Harian\ Jogja = 5$$

$$fr\ j>i = fr\ Harian\ Jogja > Bernas\ Jogja = 8$$

$$fr\ i=j = fr\ Bernas\ Jogja = Harian\ Jogja = 9$$

$$Sm\ i>j = \frac{\sum fr\ Bernas\ Jogja > Harian\ Jogja}{fr\ Bernas\ Jogja > Harian\ Jogja} = \frac{62}{5} = 12,4$$

$$Sm\ j>i = \frac{\sum fr\ Harian\ Jogja > Bernas\ Jogja}{fr\ Harian\ Jogja > Bernas\ Jogja} = \frac{111}{8} = 13,875$$

$$Sm\ i=j = \frac{\sum fr\ Bernas\ Jogja = Harian\ Jogja}{fr\ Bernas\ Jogja = Harian\ Jogja} = \frac{104}{9} = 11,556$$

10.

$$fr\ i>j = fr\ Kompas\ Jogja > Harian\ Jogja = 8$$

$$fr\ j>i = fr\ Harian\ Jogja > Kompas\ Jogja = 3$$

$$fr\ i=j = fr\ Kompas\ Jogja = Harian\ Jogja = 11$$

$$Sm\ i>j = \frac{\sum fr\ Kompas\ Jogja > Harian\ Jogja}{fr\ Kompas\ Jogja > Harian\ Jogja} = \frac{111}{8} = 13,875$$

$$Sm\ j>i = \frac{\sum fr\ Harian\ Jogja > Kompas\ Jogja}{fr\ Harian\ Jogja > Kompas\ Jogja} = \frac{44}{3} = 14,667$$

$$Sm\ i=j = \frac{\sum fr\ Kompas\ Jogja = Harian\ Jogja}{fr\ Kompas\ Jogja = Harian\ Jogja} = \frac{136}{11} = 12,364$$

## Dimensi Jaminan

1.

$$fr\ i>j = fr\ Kedaulatan\ Rakyat > Radar\ Jogja = 16$$

$$fr\ j>i = fr\ Radar\ Jogja > Kedaulatan\ Rakyat = 2$$

$$fr\ i=j = fr\ Kedaulatan\ Rakyat = Radar\ Jogja = 4$$

$$Sm\ i>j = \frac{\sum fr\ Kedaulatan\ Rakyat > Radar\ Jogja}{fr\ Kedaulatan\ Rakyat > Radar\ Jogja} = \frac{220}{16} = 13,75$$

$$Sm\ j>i = \frac{\sum fr\ Radar\ Jogja > Kedaulatan\ Rakyat}{fr\ Radar\ Jogja > Kedaulatan\ Rakyat} = \frac{25}{2} = 12,5$$

$$Sm\ i=j = \frac{\sum fr\ Kedaulatan\ Rakyat = Radar\ Jogja}{fr\ Kedaulatan\ Rakyat = Radar\ Jogja} = \frac{52}{4} = 13$$

2.

$$fr\ i>j = fr\ Kedaulatan\ Rakyat > Bernas\ Jogja = 17$$

$$fr\ j>i = fr\ Bernas\ Jogja > Kedaulatan\ Rakyat = 0$$

$$fr\ i=j = fr\ Kedaulatan\ Rakyat = Bernas\ Jogja = 5$$

$$Sm\ i>j = \frac{\sum fr\ Kedaulatan\ Rakyat > Bernas\ Jogja}{fr\ Kedaulatan\ Rakyat > Bernas\ Jogja} = \frac{228}{17} = 13,412$$

$$Sm\ j>i = \frac{\sum fr\ Bernas\ Jogja > Kedaulatan\ Rakyat}{fr\ Bernas\ Jogja > Kedaulatan\ Rakyat} = \frac{0}{0} = 0$$

$$Sm\ i=j = \frac{\sum fr\ Kedaulatan\ Rakyat = Bernas\ Jogja}{fr\ Kedaulatan\ Rakyat = Bernas\ Jogja} = \frac{63}{5} = 12,6$$

3.

$$fr\ i>j = fr\ Kedaulatan\ Rakyat > Kompas\ Jogja = 9$$

$$fr\ j>i = fr\ Kompas\ Jogja > Kedaulatan\ Rakyat = 5$$

$$fr\ i=j = fr\ Kedaulatan\ Rakyat = Kompas\ Jogja = 8$$

$$Sm\ i>j = \frac{\sum fr\ Kedaulatan\ Rakyat > Kompas\ Jogja}{fr\ Kedaulatan\ Rakyat > Kompas\ Jogja} = \frac{121}{9} = 13,444$$

$$Sm\ j>i = \frac{\sum fr\ Kompas\ Jogja > Kedaulatan\ Rakyat}{fr\ Kompas\ Jogja > Kedaulatan\ Rakyat} = \frac{71}{5} = 14,2$$

$$Sm \ i=j = \frac{\sum fr \text{ Kedaulatan Rakyat} = \text{Kompas Jogja}}{fr \text{ Kedaulatan Rakyat} = \text{Kompas Jogja}} = \frac{97}{8} = 12,125$$

4.

$$\begin{aligned} fr \ i>j &= fr \text{ Kedaulatan Rakyat} > \text{Harian Jogja} = 16 \\ fr \ j>i &= fr \text{ Harian Jogja} > \text{Kedaulatan Rakyat} = 1 \\ fr \ i=j &= fr \text{ Kedaulatan Rakyat} = \text{Harian Jogja} = 5 \\ Sm \ i>j &= \frac{\sum fr \text{ Kedaulatan Rakyat} > \text{Harian Jogja}}{fr \text{ Kedaulatan Rakyat} > \text{Harian Jogja}} = \frac{220}{16} = 13,75 \end{aligned}$$

$$Sm \ j>i = \frac{\sum fr \text{ Harian Jogja} > \text{Kedaulatan Rakyat}}{fr \text{ Harian Jogja} > \text{Kedaulatan Rakyat}} = \frac{16}{1} = 16$$

$$Sm \ i=j = \frac{\sum fr \text{ Kedaulatan Rakyat} = \text{Harian Jogja}}{fr \text{ Kedaulatan Rakyat} = \text{Harian Jogja}} = \frac{58}{5} = 11,6$$

5.

$$\begin{aligned} fr \ i>j &= fr \text{ Radar Jogja} > \text{Bernas Jogja} = 7 \\ fr \ j>i &= fr \text{ Bernas Jogja} > \text{Radar Jogja} = 7 \\ fr \ i=j &= fr \text{ Radar Jogja} = \text{Bernas Jogja} = 8 \\ Sm \ i>j &= \frac{\sum fr \text{ Radar Jogja} > \text{Bernas Jogja}}{fr \text{ Radar Jogja} > \text{Bernas Jogja}} = \frac{90}{7} = 12,857 \end{aligned}$$

$$Sm \ j>i = \frac{\sum fr \text{ Bernas Jogja} > \text{Radar Jogja}}{fr \text{ Bernas Jogja} > \text{Radar Jogja}} = \frac{85}{7} = 12,143$$

$$Sm \ i=j = \frac{\sum fr \text{ Radar Jogja} = \text{Bernas Jogja}}{fr \text{ Radar Jogja} = \text{Bernas Jogja}} = \frac{82}{8} = 10,25$$

6.

$$\begin{aligned} fr \ i>j &= fr \text{ Radar Jogja} > \text{Kompas Jogja} = 2 \\ fr \ j>i &= fr \text{ Kompas Jogja} > \text{Radar Jogja} = 14 \\ fr \ i=j &= fr \text{ Radar Jogja} = \text{Kompas Jogja} = 6 \\ Sm \ i>j &= \frac{\sum fr \text{ Radar Jogja} > \text{Kompas Jogja}}{fr \text{ Radar Jogja} > \text{Kompas Jogja}} = \frac{26}{2} = 13 \end{aligned}$$

$$Sm \ j>i = \frac{\sum fr \text{ Kompas Jogja} > \text{Radar Jogja}}{fr \text{ Kompas Jogja} > \text{Radar Jogja}} = \frac{190}{14} = 13,571$$

$$Sm \ i=j = \frac{\sum fr \text{ Radar Jogja} = \text{Kompas Jogja}}{fr \text{ Radar Jogja} = \text{Kompas Jogja}} = \frac{75}{6} = 12,5$$

7.

$$\begin{aligned} fr \ i>j &= fr \text{ Radar Jogja} > \text{Harian Jogja} = 6 \\ fr \ j>i &= fr \text{ Harian Jogja} > \text{Radar Jogja} = 10 \\ fr \ i=j &= fr \text{ Radar Jogja} = \text{Harian Jogja} = 6 \\ Sm \ i>j &= \frac{\sum fr \text{ Radar Jogja} > \text{Harian Jogja}}{fr \text{ Radar Jogja} > \text{Harian Jogja}} = \frac{80}{6} = 13,333 \end{aligned}$$

$$Sm \ j>i = \frac{\sum fr \text{ Harian Jogja} > \text{Radar Jogja}}{fr \text{ Harian Jogja} > \text{Radar Jogja}} = \frac{123}{10} = 12,3$$

$$Sm \ i=j = \frac{\sum fr \text{ Radar Jogja} = \text{Harian Jogja}}{fr \text{ Radar Jogja} = \text{Harian Jogja}} = \frac{73}{6} = 12,167$$

8.

$$\begin{aligned} fr \ i>j &= fr \text{ Bernas Jogja} > \text{Kompas Jogja} = 0 \\ fr \ j>i &= fr \text{ Kompas Jogja} > \text{Bernas Jogja} = 14 \\ fr \ i=j &= fr \text{ Bernas Jogja} = \text{Kompas Jogja} = 8 \\ Sm \ i>j &= \frac{\sum fr \text{ Bernas Jogja} > \text{Kompas Jogja}}{fr \text{ Bernas Jogja} > \text{Kompas Jogja}} = \frac{0}{0} = 0 \end{aligned}$$

$$Sm \ j>i = \frac{\sum fr \text{ Kompas Jogja} > \text{Bernas Jogja}}{fr \text{ Kompas Jogja} > \text{Bernas Jogja}} = \frac{196}{14} = 14$$

$$Sm \ i=j = \frac{\sum fr \text{ Bernas Jogja} = \text{Kompas Jogja}}{fr \text{ Bernas Jogja} = \text{Kompas Jogja}} = \frac{92}{8} = 11,5$$

9.

$$\begin{aligned} fr \ i>j &= fr \text{ Bernas Jogja} > \text{Harian Jogja} = 1 \\ fr \ j>i &= fr \text{ Harian Jogja} > \text{Bernas Jogja} = 6 \\ fr \ i=j &= fr \text{ Bernas Jogja} = \text{Harian Jogja} = 15 \\ Sm \ i>j &= \frac{\sum fr \text{ Bernas Jogja} > \text{Harian Jogja}}{fr \text{ Bernas Jogja} > \text{Harian Jogja}} = \frac{15}{1} = 15 \end{aligned}$$

$$Sm \ j>i = \frac{\sum fr \text{ Harian Jogja} > \text{Bernas Jogja}}{fr \text{ Harian Jogja} > \text{Bernas Jogja}} = \frac{74}{6} = 12,333$$

$$Sm \ i=j = \frac{\sum fr \text{ Bernas Jogja} = \text{Harian Jogja}}{fr \text{ Bernas Jogja} = \text{Harian Jogja}} = \frac{177}{15} = 11,8$$

10.

$$\begin{aligned} fr \ i>j &= fr \text{ Kompas Jogja} > \text{Harian Jogja} = 12 \\ fr \ j>i &= fr \text{ Harian Jogja} > \text{Kompas Jogja} = 0 \\ fr \ i=j &= fr \text{ Kompas Jogja} = \text{Harian Jogja} = 10 \\ Sm \ i>j &= \frac{\sum fr \text{ Kompas Jogja} > \text{Harian Jogja}}{fr \text{ Kompas Jogja} > \text{Harian Jogja}} = \frac{168}{12} = 14 \end{aligned}$$

$$Sm \ j>i = \frac{\sum fr \text{ Harian Jogja} > \text{Kompas Jogja}}{fr \text{ Harian Jogja} > \text{Kompas Jogja}} = \frac{0}{0} = 0$$

$$Sm \ i=j = \frac{\sum fr \text{ Kompas Jogja} = \text{Harian Jogja}}{fr \text{ Kompas Jogja} = \text{Harian Jogja}} = \frac{118}{10} = 11,8$$

## Dimensi Empati

1.

$$\begin{aligned} fr \ i>j &= fr \text{ Kedaulatan Rakyat} > \text{Radar Jogja} = 16 \\ fr \ j>i &= fr \text{ Radar Jogja} > \text{Kedaulatan Rakyat} = 4 \\ fr \ i=j &= fr \text{ Kedaulatan Rakyat} = \text{Radar Jogja} = 2 \end{aligned}$$

$$Sm \ i>j = \frac{\sum fr \text{ Kedaulatan Rakyat} > \text{Radar Jogja}}{fr \text{ Kedaulatan Rakyat} > \text{Radar Jogja}} = \frac{411}{16} = 25,6875$$

$$Sm \ j>i = \frac{\sum fr \text{ Radar Jogja} > \text{Kedaulatan Rakyat}}{fr \text{ Radar Jogja} > \text{Kedaulatan Rakyat}} = \frac{95}{4} = 23,75$$

$$Sm \ i=j = \frac{\sum fr \text{ Kedaulatan Rakyat} = \text{Radar Jogja}}{fr \text{ Kedaulatan Rakyat} = \text{Radar Jogja}} = \frac{51}{2} = 25,5$$

2.

$$\begin{aligned} fr \ i>j &= fr \text{ Kedaulatan Rakyat} > \text{Bernas Jogja} = 19 \\ fr \ j>i &= fr \text{ Bernas Jogja} > \text{Kedaulatan Rakyat} = 2 \\ fr \ i=j &= fr \text{ Kedaulatan Rakyat} = \text{Bernas Jogja} = 1 \\ Sm \ i>j &= \frac{\sum fr \text{ Kedaulatan Rakyat} > \text{Bernas Jogja}}{fr \text{ Kedaulatan Rakyat} > \text{Bernas Jogja}} = \frac{480}{19} = 25,263 \end{aligned}$$

$$Sm \ j>i = \frac{\sum fr \text{ Bernas Jogja} > \text{Kedaulatan Rakyat}}{fr \text{ Bernas Jogja} > \text{Kedaulatan Rakyat}} = \frac{46}{2} = 23$$

$$Sm \ i=j = \frac{\sum fr \text{ Kedaulatan Rakyat} = \text{Bernas Jogja}}{fr \text{ Kedaulatan Rakyat} = \text{Bernas Jogja}} = \frac{28}{1} = 28$$

3.

$$\begin{aligned} fr \ i>j &= fr \text{ Kedaulatan Rakyat} > \text{Kompas Jogja} = 16 \\ fr \ j>i &= fr \text{ Kompas Jogja} > \text{Kedaulatan Rakyat} = 3 \\ fr \ i=j &= fr \text{ Kedaulatan Rakyat} = \text{Kompas Jogja} = 3 \\ Sm \ i>j &= \frac{\sum fr \text{ Kedaulatan Rakyat} > \text{Kompas Jogja}}{fr \text{ Kedaulatan Rakyat} > \text{Kompas Jogja}} = \frac{398}{16} = 24,875 \end{aligned}$$

$$Sm \ j>i = \frac{\sum fr \text{ Kompas Jogja} > \text{Kedaulatan Rakyat}}{fr \text{ Kompas Jogja} > \text{Kedaulatan Rakyat}} = \frac{76}{3} = 25,333$$

$$Sm \ i=j = \frac{\sum fr \text{ Kedaulatan Rakyat} = \text{Kompas Jogja}}{fr \text{ Kedaulatan Rakyat} = \text{Kompas Jogja}} = \frac{80}{3} = 26,667$$

4.

$$\begin{aligned} fr \ i>j &= fr \text{ Kedaulatan Rakyat} > \text{Harian Jogja} = 15 \\ fr \ j>i &= fr \text{ Harian Jogja} > \text{Kedaulatan Rakyat} = 2 \\ fr \ i=j &= fr \text{ Kedaulatan Rakyat} = \text{Harian Jogja} = 5 \\ Sm \ i>j &= \frac{\sum fr \text{ Kedaulatan Rakyat} > \text{Harian Jogja}}{fr \text{ Kedaulatan Rakyat} > \text{Harian Jogja}} = \frac{381}{15} = 25,4 \end{aligned}$$

$$Sm \ j>i = \frac{\sum fr \text{ Harian Jogja} > \text{Kedaulatan Rakyat}}{fr \text{ Harian Jogja} > \text{Kedaulatan Rakyat}} = \frac{51}{2} = 25,5$$

$$Sm \ i=j = \frac{\sum fr \text{ Kedaulatan Rakyat} = \text{Harian Jogja}}{fr \text{ Kedaulatan Rakyat} = \text{Harian Jogja}} = \frac{125}{5} = 25$$

5.

$$\begin{aligned} fr \ i>j &= fr \text{ Radar Jogja} > \text{Bernas Jogja} = 9 \\ fr \ j>i &= fr \text{ Bernas Jogja} > \text{Radar Jogja} = 6 \\ fr \ i=j &= fr \text{ Radar Jogja} = \text{Bernas Jogja} = 7 \\ Sm \ i>j &= \frac{\sum fr \text{ Radar Jogja} > \text{Bernas Jogja}}{fr \text{ Radar Jogja} > \text{Bernas Jogja}} = \frac{217}{9} = 24,111 \end{aligned}$$

$$Sm \ j>i = \frac{\sum fr \text{ Bernas Jogja} > \text{Radar Jogja}}{fr \text{ Bernas Jogja} > \text{Radar Jogja}} = \frac{138}{6} = 23$$

$$Sm \ i=j = \frac{\sum fr \text{ Radar Jogja} = \text{Bernas Jogja}}{fr \text{ Radar Jogja} = \text{Bernas Jogja}} = \frac{135}{7} = 19,286$$

6.

$$\begin{aligned} fr \ i>j &= fr \text{ Radar Jogja} > \text{Kompas Jogja} = 6 \\ fr \ j>i &= fr \text{ Kompas Jogja} > \text{Radar Jogja} = 13 \\ fr \ i=j &= fr \text{ Radar Jogja} = \text{Kompas Jogja} = 3 \\ Sm \ i>j &= \frac{\sum fr \text{ Radar Jogja} > \text{Kompas Jogja}}{fr \text{ Radar Jogja} > \text{Kompas Jogja}} = \frac{143}{6} = 23,833 \end{aligned}$$

$$Sm \ j>i = \frac{\sum fr \text{ Kompas Jogja} > \text{Radar Jogja}}{fr \text{ Kompas Jogja} > \text{Radar Jogja}} = \frac{304}{13} = 23,385$$

$$Sm \ i=j = \frac{\sum fr \text{ Radar Jogja} = \text{Kompas Jogja}}{fr \text{ Radar Jogja} = \text{Kompas Jogja}} = \frac{72}{3} = 24$$

7.

$$\begin{aligned} fr \ i>j &= fr \text{ Radar Jogja} > \text{Harian Jogja} = 7 \\ fr \ j>i &= fr \text{ Harian Jogja} > \text{Radar Jogja} = 12 \\ fr \ i=j &= fr \text{ Radar Jogja} = \text{Harian Jogja} = 3 \\ Sm \ i>j &= \frac{\sum fr \text{ Radar Jogja} > \text{Harian Jogja}}{fr \text{ Radar Jogja} > \text{Harian Jogja}} = \frac{171}{7} = 24,429 \end{aligned}$$

$$Sm \ j>i = \frac{\sum fr \text{ Harian Jogja} > \text{Radar Jogja}}{fr \text{ Harian Jogja} > \text{Radar Jogja}} = \frac{280}{12} = 23,333$$

$$Sm \ i=j = \frac{\sum fr \text{ Radar Jogja} = \text{Harian Jogja}}{fr \text{ Radar Jogja} = \text{Harian Jogja}} = \frac{66}{3} = 22$$

8.

$$\begin{aligned} fr \ i>j &= fr \text{ Bernas Jogja} > \text{Kompas Jogja} = 3 \\ fr \ j>i &= fr \text{ Kompas Jogja} > \text{Bernas Jogja} = 16 \\ fr \ i=j &= fr \text{ Bernas Jogja} = \text{Kompas Jogja} = 3 \\ Sm \ i>j &= \frac{\sum fr \text{ Bernas Jogja} > \text{Kompas Jogja}}{fr \text{ Bernas Jogja} > \text{Kompas Jogja}} = \frac{66}{3} = 22 \end{aligned}$$

$$Sm \ j>i = \frac{\sum fr \text{ Kompas Jogja} > \text{Bernas Jogja}}{fr \text{ Kompas Jogja} > \text{Bernas Jogja}} = \frac{368}{16} = 23$$

$$Sm \ i=j = \frac{\sum fr \text{ Bernas Jogja} = \text{Kompas Jogja}}{fr \text{ Bernas Jogja} = \text{Kompas Jogja}} = \frac{72}{3} = 24$$

9.

$$\begin{aligned} fr \ i>j &= fr \text{ Bernas Jogja} > \text{Harian Jogja} = 1 \\ fr \ j>i &= fr \text{ Harian Jogja} > \text{Bernas Jogja} = 14 \\ fr \ i=j &= fr \text{ Bernas Jogja} = \text{Harian Jogja} = 7 \\ Sm \ i>j &= \frac{\sum fr \text{ Bernas Jogja} > \text{Harian Jogja}}{fr \text{ Bernas Jogja} > \text{Harian Jogja}} = \frac{21}{1} = 21 \end{aligned}$$

$$Sm \ j>i = \frac{\sum fr \text{ Harian Jogja} > \text{Bernas Jogja}}{fr \text{ Harian Jogja} > \text{Bernas Jogja}} = \frac{319}{14} = 22,786$$

$$Sm \ i=j = \frac{\sum fr \text{ Bernas Jogja} = \text{Harian Jogja}}{fr \text{ Bernas Jogja} = \text{Harian Jogja}} = \frac{161}{7} = 23$$

10.

$$\begin{aligned} fr \ i>j &= fr \text{ Kompas Jogja} > \text{Harian Jogja} = 9 \\ fr \ j>i &= fr \text{ Harian Jogja} > \text{Kompas Jogja} = 7 \\ fr \ i=j &= fr \text{ Kompas Jogja} = \text{Harian Jogja} = 6 \end{aligned}$$



$$Sm_{i>j} = \frac{\sum fr \text{ Kompas Jogja} > \text{Harian Jogja}}{fr \text{ Kompas Jogja} > \text{Harian Jogja}} = \frac{215}{9} = 23,889$$

$$Sm_{j>i} = \frac{\sum fr \text{ Harian Jogja} > \text{Kompas Jogja}}{fr \text{ Harian Jogja} > \text{Kompas Jogja}} = \frac{169}{7} = 24,143$$

$$Sm_{i=j} = \frac{\sum fr \text{ Kompas Jogja} = \text{Harian Jogja}}{fr \text{ Kompas Jogja} = \text{Harian Jogja}} = \frac{134}{6} = 22,333$$

## Dimensi Bukti Fisik

1.

$$fr_{i>j} = fr \text{ Kedaulatan Rakyat} > \text{Radar Jogja} = 16$$

$$fr_{j>i} = fr \text{ Radar Jogja} > \text{Kedaulatan Rakyat} = 1$$

$$fr_{i=j} = fr \text{ Kedaulatan Rakyat} = \text{Radar Jogja} = 5$$

$$Sm_{i>j} = \frac{\sum fr \text{ Kedaulatan Rakyat} > \text{Radar Jogja}}{fr \text{ Kedaulatan Rakyat} > \text{Radar Jogja}} = \frac{106}{16} = 6,625$$

$$Sm_{j>i} = \frac{\sum fr \text{ Radar Jogja} > \text{Kedaulatan Rakyat}}{fr \text{ Radar Jogja} > \text{Kedaulatan Rakyat}} = \frac{6}{1} = 6$$

$$Sm_{i=j} = \frac{\sum fr \text{ Kedaulatan Rakyat} = \text{Radar Jogja}}{fr \text{ Kedaulatan Rakyat} = \text{Radar Jogja}} = \frac{32}{5} = 6,4$$

2.

$$fr_{i>j} = fr \text{ Kedaulatan Rakyat} > \text{Bernas Jogja} = 16$$

$$fr_{j>i} = fr \text{ Bernas Jogja} > \text{Kedaulatan Rakyat} = 2$$

$$fr_{i=j} = fr \text{ Kedaulatan Rakyat} = \text{Bernas Jogja} = 4$$

$$Sm_{i>j} = \frac{\sum fr \text{ Kedaulatan Rakyat} > \text{Bernas Jogja}}{fr \text{ Kedaulatan Rakyat} > \text{Bernas Jogja}} = \frac{109}{16} = 6,813$$

$$Sm_{j>i} = \frac{\sum fr \text{ Bernas Jogja} > \text{Kedaulatan Rakyat}}{fr \text{ Bernas Jogja} > \text{Kedaulatan Rakyat}} = \frac{14}{2} = 7$$

$$Sm_{i=j} = \frac{\sum fr \text{ Kedaulatan Rakyat} = \text{Bernas Jogja}}{fr \text{ Kedaulatan Rakyat} = \text{Bernas Jogja}} = \frac{23}{4} = 5,75$$

3.

$$fr_{i>j} = fr \text{ Kedaulatan Rakyat} > \text{Kompas Jogja} = 5$$

$$fr_{j>i} = fr \text{ Kompas Jogja} > \text{Kedaulatan Rakyat} = 12$$

$$fr_{i=j} = fr \text{ Kedaulatan Rakyat} = \text{Kompas Jogja} = 5$$

$$Sm_{i>j} = \frac{\sum fr \text{ Kedaulatan Rakyat} > \text{Kompas Jogja}}{fr \text{ Kedaulatan Rakyat} > \text{Kompas Jogja}} = \frac{38}{5} = 7,6$$

$$Sm_{j>i} = \frac{\sum fr \text{ Kompas Jogja} > \text{Kedaulatan Rakyat}}{fr \text{ Kompas Jogja} > \text{Kedaulatan Rakyat}} = \frac{92}{12} = 7,667$$

$$Sm_{i=j} = \frac{\sum fr \text{ Kedaulatan Rakyat} = \text{Kompas Jogja}}{fr \text{ Kedaulatan Rakyat} = \text{Kompas Jogja}} = \frac{35}{5} = 7$$

4.

$$fr_{i>j} = fr \text{ Kedaulatan Rakyat} > \text{Harian Jogja} = 14$$

$$fr_{j>i} = fr \text{ Harian Jogja} > \text{Kedaulatan Rakyat} = 3$$

$$fr_{i=j} = fr \text{ Kedaulatan Rakyat} = \text{Harian Jogja} = 5$$

$$Sm_{i>j} = \frac{\sum fr \text{ Kedaulatan Rakyat} > \text{Harian Jogja}}{fr \text{ Kedaulatan Rakyat} > \text{Harian Jogja}} = \frac{95}{14} = 6,786$$

$$Sm_{j>i} = \frac{\sum fr \text{ Harian Jogja} > \text{Kedaulatan Rakyat}}{fr \text{ Harian Jogja} > \text{Kedaulatan Rakyat}} = \frac{21}{3} = 7$$

$$Sm_{i=j} = \frac{\sum fr \text{ Kedaulatan Rakyat} = \text{Harian Jogja}}{fr \text{ Kedaulatan Rakyat} = \text{Harian Jogja}} = \frac{32}{5} = 6,4$$

5.

$$fr_{i>j} = fr \text{ Radar Jogja} > \text{Bernas Jogja} = 8$$

$$fr_{j>i} = fr \text{ Bernas Jogja} > \text{Radar Jogja} = 3$$

$$fr_{i=j} = fr \text{ Radar Jogja} = \text{Bernas Jogja} = 11$$

$$Sm_{i>j} = \frac{\sum fr \text{ Radar Jogja} > \text{Bernas Jogja}}{fr \text{ Radar Jogja} > \text{Bernas Jogja}} = \frac{46}{8} = 5,75$$

$$Sm_{j>i} = \frac{\sum fr \text{ Bernas Jogja} > \text{Radar Jogja}}{fr \text{ Bernas Jogja} > \text{Radar Jogja}} = \frac{19}{3} = 6,333$$

$$Sm_{i=j} = \frac{\sum fr \text{ Radar Jogja} = \text{Bernas Jogja}}{fr \text{ Radar Jogja} = \text{Bernas Jogja}} = \frac{59}{11} = 5,364$$

6.

$$fr_{i>j} = fr \text{ Radar Jogja} > \text{Kompas Jogja} = 1$$

$$fr_{j>i} = fr \text{ Kompas Jogja} > \text{Radar Jogja} = 18$$

$$fr_{i=j} = fr \text{ Radar Jogja} = \text{Kompas Jogja} = 3$$

$$Sm_{i>j} = \frac{\sum fr \text{ Radar Jogja} > \text{Kompas Jogja}}{fr \text{ Radar Jogja} > \text{Kompas Jogja}} = \frac{8}{1} = 8$$

$$Sm_{j>i} = \frac{\sum fr \text{ Kompas Jogja} > \text{Radar Jogja}}{fr \text{ Kompas Jogja} > \text{Radar Jogja}} = \frac{134}{18} = 7,444$$

$$Sm_{i=j} = \frac{\sum fr \text{ Radar Jogja} = \text{Kompas Jogja}}{fr \text{ Radar Jogja} = \text{Kompas Jogja}} = \frac{18}{3} = 6$$

7.

$$fr_{i>j} = fr \text{ Radar Jogja} > \text{Harian Jogja} = 5$$

$$fr_{j>i} = fr \text{ Harian Jogja} > \text{Radar Jogja} = 6$$

$$fr_{i=j} = fr \text{ Radar Jogja} = \text{Harian Jogja} = 11$$

$$Sm_{i>j} = \frac{\sum fr \text{ Radar Jogja} > \text{Harian Jogja}}{fr \text{ Radar Jogja} > \text{Harian Jogja}} = \frac{29}{5} = 5,8$$

$$Sm_{j>i} = \frac{\sum fr \text{ Harian Jogja} > \text{Radar Jogja}}{fr \text{ Harian Jogja} > \text{Radar Jogja}} = \frac{41}{6} = 6,833$$

$$Sm_{i=j} = \frac{\sum fr \text{ Radar Jogja} = \text{Harian Jogja}}{fr \text{ Radar Jogja} = \text{Harian Jogja}} = \frac{59}{11} = 5,364$$

8.

$$\begin{aligned} \text{fr } i > j &= \text{fr Bernas Jogja} > \text{Kompas Jogja} = 0 \\ \text{fr } j > i &= \text{fr Kompas Jogja} > \text{Bernas Jogja} = 20 \\ \text{fr } i = j &= \text{fr Bernas Jogja} = \text{Kompas Jogja} = 2 \\ \text{Sm } i > j &= \frac{\sum \text{fr Bernas Jogja} > \text{Kompas Jogja}}{\text{fr Bernas Jogja} > \text{Kompas Jogja}} = \frac{0}{0} = 0 \end{aligned}$$

$$\text{Sm } j > i = \frac{\sum \text{fr Kompas Jogja} > \text{Bernas Jogja}}{\text{fr Kompas Jogja} > \text{Bernas Jogja}} = \frac{138}{20} = 6,9$$

$$\text{Sm } i = j = \frac{\sum \text{fr Bernas Jogja} = \text{Kompas Jogja}}{\text{fr Bernas Jogja} = \text{Kompas Jogja}} = \frac{14}{2} = 7$$

9.

$$\begin{aligned} \text{fr } i > j &= \text{fr Bernas Jogja} > \text{Harian Jogja} = 0 \\ \text{fr } j > i &= \text{fr Harian Jogja} > \text{Bernas Jogja} = 5 \\ \text{fr } i = j &= \text{fr Bernas Jogja} = \text{Harian Jogja} = 17 \\ \text{Sm } i > j &= \frac{\sum \text{fr Bernas Jogja} > \text{Harian Jogja}}{\text{fr Bernas Jogja} > \text{Harian Jogja}} = \frac{0}{0} = 0 \end{aligned}$$

$$\text{Sm } j > i = \frac{\sum \text{fr Harian Jogja} > \text{Bernas Jogja}}{\text{fr Harian Jogja} > \text{Bernas Jogja}} = \frac{33}{5} = 6,6$$

$$\text{Sm } i = j = \frac{\sum \text{fr Bernas Jogja} = \text{Harian Jogja}}{\text{fr Bernas Jogja} = \text{Harian Jogja}} = \frac{87}{17} = 5,118$$

10.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kompas Jogja} > \text{Harian Jogja} = 18 \\ \text{fr } j > i &= \text{fr Harian Jogja} > \text{Kompas Jogja} = 0 \\ \text{fr } i = j &= \text{fr Kompas Jogja} = \text{Harian Jogja} = 4 \\ \text{Sm } i > j &= \frac{\sum \text{fr Kompas Jogja} > \text{Harian Jogja}}{\text{fr Kompas Jogja} > \text{Harian Jogja}} = \frac{131}{18} = 7,278 \end{aligned}$$

$$\text{Sm } j > i = \frac{\sum \text{fr Harian Jogja} > \text{Kompas Jogja}}{\text{fr Harian Jogja} > \text{Kompas Jogja}} = \frac{0}{0} = 0$$

$$\text{Sm } i = j = \frac{\sum \text{fr Kompas Jogja} = \text{Harian Jogja}}{\text{fr Kompas Jogja} = \text{Harian Jogja}} = \frac{28}{4} = 7$$

## Superiority Magnitude pada Total Dimensi

1.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kedaulatan Rakyat} > \text{Radar Jogja} = 21 \\ \text{fr } j > i &= \text{fr Radar Jogja} > \text{Kedaulatan Rakyat} = 1 \\ \text{fr } i = j &= \text{fr Kedaulatan Rakyat} = \text{Radar Jogja} = 0 \\ \text{Sm } i > j &= \frac{\sum \text{fr Kedaulatan Rakyat} > \text{Radar Jogja}}{\text{fr Kedaulatan Rakyat} > \text{Radar Jogja}} = \frac{1463}{21} = 69,667 \end{aligned}$$

$$\text{Sm } j > i = \frac{\sum \text{fr Radar Jogja} > \text{Kedaulatan Rakyat}}{\text{fr Radar Jogja} > \text{Kedaulatan Rakyat}} = \frac{64}{1} = 64$$

$$\text{Sm } i = j = \frac{\sum \text{fr Kedaulatan Rakyat} = \text{Radar Jogja}}{\text{fr Kedaulatan Rakyat} = \text{Radar Jogja}} = \frac{0}{0} = 0$$

2.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kedaulatan Rakyat} > \text{Bernas Jogja} = 20 \\ \text{fr } j > i &= \text{fr Bernas Jogja} > \text{Kedaulatan Rakyat} = 2 \\ \text{fr } i = j &= \text{fr Kedaulatan Rakyat} = \text{Bernas Jogja} = 0 \\ \text{Sm } i > j &= \frac{\sum \text{fr Kedaulatan Rakyat} > \text{Bernas Jogja}}{\text{fr Kedaulatan Rakyat} > \text{Bernas Jogja}} = \frac{1382}{20} = 69,1 \end{aligned}$$

$$\text{Sm } j > i = \frac{\sum \text{fr Bernas Jogja} > \text{Kedaulatan Rakyat}}{\text{fr Bernas Jogja} > \text{Kedaulatan Rakyat}} = \frac{143}{2} = 71,5$$

$$\text{Sm } i = j = \frac{\sum \text{fr Kedaulatan Rakyat} = \text{Bernas Jogja}}{\text{fr Kedaulatan Rakyat} = \text{Bernas Jogja}} = \frac{0}{0} = 0$$

3.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kedaulatan Rakyat} > \text{Kompas Jogja} = 15 \\ \text{fr } j > i &= \text{fr Kompas Jogja} > \text{Kedaulatan Rakyat} = 6 \\ \text{fr } i = j &= \text{fr Kedaulatan Rakyat} = \text{Kompas Jogja} = 1 \end{aligned}$$

$$\text{Sm } i > j = \frac{\sum \text{fr Kedaulatan Rakyat} > \text{Kompas Jogja}}{\text{fr Kedaulatan Rakyat} > \text{Kompas Jogja}} = \frac{1045}{15} = 69,667$$

$$\text{Sm } j > i = \frac{\sum \text{fr Kompas Jogja} > \text{Kedaulatan Rakyat}}{\text{fr Kompas Jogja} > \text{Kedaulatan Rakyat}} = \frac{441}{6} = 73,5$$

$$\text{Sm } i = j = \frac{\sum \text{fr Kedaulatan Rakyat} = \text{Kompas Jogja}}{\text{fr Kedaulatan Rakyat} = \text{Kompas Jogja}} = \frac{58}{1} = 58$$

4.

$$\begin{aligned} \text{fr } i > j &= \text{fr Kedaulatan Rakyat} > \text{Harian Jogja} = 20 \\ \text{fr } j > i &= \text{fr Harian Jogja} > \text{Kedaulatan Rakyat} = 2 \\ \text{fr } i = j &= \text{fr Kedaulatan Rakyat} = \text{Harian Jogja} = 0 \\ \text{Sm } i > j &= \frac{\sum \text{fr Kedaulatan Rakyat} > \text{Harian Jogja}}{\text{fr Kedaulatan Rakyat} > \text{Harian Jogja}} = \frac{1387}{20} = 69,35 \end{aligned}$$

$$\text{Sm } j > i = \frac{\sum \text{fr Harian Jogja} > \text{Kedaulatan Rakyat}}{\text{fr Harian Jogja} > \text{Kedaulatan Rakyat}} = \frac{150}{2} = 75$$

$$\text{Sm } i = j = \frac{\sum \text{fr Kedaulatan Rakyat} = \text{Harian Jogja}}{\text{fr Kedaulatan Rakyat} = \text{Harian Jogja}} = \frac{0}{0} = 0$$

5.

$$\begin{aligned} \text{fr } i > j &= \text{fr Radar Jogja} > \text{Bernas Jogja} = 14 \\ \text{fr } j > i &= \text{fr Bernas Jogja} > \text{Radar Jogja} = 7 \\ \text{fr } i = j &= \text{fr Radar Jogja} = \text{Bernas Jogja} = 1 \\ \text{Sm } i > j &= \frac{\sum \text{fr Radar Jogja} > \text{Bernas Jogja}}{\text{fr Radar Jogja} > \text{Bernas Jogja}} = \frac{867}{14} = 61,928571 \end{aligned}$$

$$Sm_{j>i} = \frac{\sum fr \text{ Bernas Jogja} > \text{Radar Jogja}}{fr \text{ Bernas Jogja} > \text{Radar Jogja}} = \frac{430}{7} = 61,428571$$

$$Sm_{i=j} = \frac{\sum fr \text{ Radar Jogja} = \text{Bernas Jogja}}{fr \text{ Radar Jogja} = \text{Bernas Jogja}} = \frac{69}{1} = 69$$

6.

$$fr_{i>j} = fr \text{ Radar Jogja} > \text{Kompas Jogja} = 4$$

$$fr_{j>i} = fr \text{ Kompas Jogja} > \text{Radar Jogja} = 17$$

$$fr_{i=j} = fr \text{ Radar Jogja} = \text{Kompas Jogja} = 1$$

$$Sm_{i>j} = \frac{\sum fr \text{ Radar Jogja} > \text{Kompas Jogja}}{fr \text{ Radar Jogja} > \text{Kompas Jogja}} = \frac{268}{4} = 67$$

$$Sm_{j>i} = \frac{\sum fr \text{ Kompas Jogja} > \text{Radar Jogja}}{fr \text{ Kompas Jogja} > \text{Radar Jogja}} = \frac{1148}{17} = 67,529412$$

$$Sm_{i=j} = \frac{\sum fr \text{ Radar Jogja} = \text{Kompas Jogja}}{fr \text{ Radar Jogja} = \text{Kompas Jogja}} = \frac{61}{1} = 61$$

7.

$$fr_{i>j} = fr \text{ Radar Jogja} > \text{Harian Jogja} = 8$$

$$fr_{j>i} = fr \text{ Harian Jogja} > \text{Radar Jogja} = 12$$

$$fr_{i=j} = fr \text{ Radar Jogja} = \text{Harian Jogja} = 2$$

$$Sm_{i>j} = \frac{\sum fr \text{ Radar Jogja} > \text{Harian Jogja}}{fr \text{ Radar Jogja} > \text{Harian Jogja}} = \frac{518}{8} = 64,75$$

$$Sm_{j>i} = \frac{\sum fr \text{ Harian Jogja} > \text{Radar Jogja}}{fr \text{ Harian Jogja} > \text{Radar Jogja}} = \frac{770}{12} = 64,1667$$

$$Sm_{i=j} = \frac{\sum fr \text{ Radar Jogja} = \text{Harian Jogja}}{fr \text{ Radar Jogja} = \text{Harian Jogja}} = \frac{124}{2} = 62$$

8.

$$fr_{i>j} = fr \text{ Bernas Jogja} > \text{Kompas Jogja} = 2$$

$$fr_{j>i} = fr \text{ Kompas Jogja} > \text{Bernas Jogja} = 20$$

$$fr_{i=j} = fr \text{ Bernas Jogja} = \text{Kompas Jogja} = 0$$

$$Sm_{i>j} = \frac{\sum fr \text{ Bernas Jogja} > \text{Kompas Jogja}}{fr \text{ Bernas Jogja} > \text{Kompas Jogja}} = \frac{135}{2} = 67,5$$

$$Sm_{j>i} = \frac{\sum fr \text{ Kompas Jogja} > \text{Bernas Jogja}}{fr \text{ Kompas Jogja} > \text{Bernas Jogja}} = \frac{1327}{20} = 66,35$$

$$Sm_{i=j} = \frac{\sum fr \text{ Bernas Jogja} = \text{Kompas Jogja}}{fr \text{ Bernas Jogja} = \text{Kompas Jogja}} = \frac{0}{0} = 0$$

9.

$$fr_{i>j} = fr \text{ Bernas Jogja} > \text{Harian Jogja} = 5$$

$$fr_{j>i} = fr \text{ Harian Jogja} > \text{Bernas Jogja} = 15$$

$$fr_{i=j} = fr \text{ Bernas Jogja} = \text{Harian Jogja} = 2$$

$$Sm_{i>j} = \frac{\sum fr \text{ Bernas Jogja} > \text{Harian Jogja}}{fr \text{ Bernas Jogja} > \text{Harian Jogja}} = \frac{325}{5} = 65$$

$$Sm_{j>i} = \frac{\sum fr \text{ Harian Jogja} > \text{Bernas Jogja}}{fr \text{ Harian Jogja} > \text{Bernas Jogja}} = \frac{937}{15} = 62,4667$$

$$Sm_{i=j} = \frac{\sum fr \text{ Bernas Jogja} = \text{Harian Jogja}}{fr \text{ Bernas Jogja} = \text{Harian Jogja}} = \frac{115}{2} = 57,5$$

10.

$$fr_{i>j} = fr \text{ Kompas Jogja} > \text{Harian Jogja} = 19$$

$$fr_{j>i} = fr \text{ Harian Jogja} > \text{Kompas Jogja} = 3$$

$$fr_{i=j} = fr \text{ Kompas Jogja} = \text{Harian Jogja} = 0$$

$$Sm_{i>j} = \frac{\sum fr \text{ Kompas Jogja} > \text{Harian Jogja}}{fr \text{ Kompas Jogja} > \text{Harian Jogja}} = \frac{1259}{19} = 66,263158$$

$$Sm_{j>i} = \frac{\sum fr \text{ Harian Jogja} > \text{Kompas Jogja}}{fr \text{ Harian Jogja} > \text{Kompas Jogja}} = \frac{208}{3} = 69,333$$

$$Sm_{i=j} = \frac{\sum fr \text{ Kompas Jogja} = \text{Harian Jogja}}{fr \text{ Kompas Jogja} = \text{Harian Jogja}} = \frac{0}{0} =$$